FOR THE COIN-OP ENTERTAINMENT INDUSTRY

VOLUME 14, NO. 10

PLAY·METER

NOVEMBER 1988

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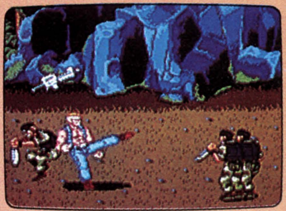

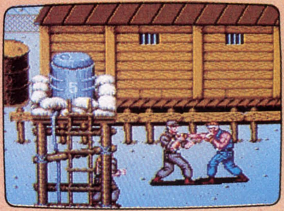

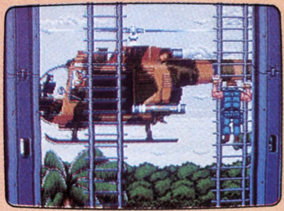

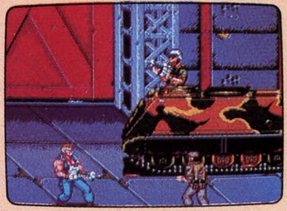

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NEWS BULLETIN

..............Satish Bhutani has resigned from Atari. Shane Breaks will assume Bhutani's position temporarily until a replacement is named. Bhutani joined Atari earlier this year, ironically, taking a position vacated by Breaks.

..............An exhaustive investigation that began in late July has resulted in the seizure of 83 counterfeit *Double Dragon* printed circuit boards across the country, following attempts to enter them from Canada as parallels. Bill Kidwell, AAMA director of investigations, said the investigation was conducted by AAMA, U.S. Customs, and Taito; U.S. Customs performed the seizure. The investigation began, according to Kidwell, when two boards being shipped as parallel *Double Dragon* boards were intercepted by customs in Chicago. Subsequent examinations by a technician proved them to be counterfeit. The 83 confiscated boards had been shipped to various U.S. operators by Canadian dealers. He added that 90 percent of all boards shipped from Canada to the U.S. are counterfeit. Kidwell also noted that all but one of the seized boards had a model number ending in ''260A.'' Taito says this indicates that the boards had been shipped to Europe. ''This is the type of counterfeit board we can expect to continue to see,'' he said. ''The industry and AAMA will continue to diligently pursue counterfeit activity in efforts to curtail it as much as possible.'' If an operator has a question about a board, he can call Kidwell at (319) 337-9618 or the AAMA office at (703) 548-8044. No questions will be asked.

..............Grayhound Electronics is sponsoring the 1988 Coors Light Sharpshooter National Basketball Tournament, to be held on Nov. 18-20 at the Claridge Hotel and Casino in Atlantic City. The tournament is expected to attract 200 to 300 participants. Besides a total prize fund of $10,000, first place winners in each event will receive free airline tickets from co-sponsor American Airlines. During September and October, Sharpshooter contestants have been qualifying for the Nationals in local and regional competitions. On Nov. 20, world record free-throw shooter Ted St. Martin will make a special appearance.

DON'T FORGET TO VISIT THE WEST TOWER REGENCY BALLROOM FOR MORE EXHIBITS!!

..............Joe Dillon has been named president of Taito America. Dillon had resigned from WMS subsidiary Williams Electronics in March 1987 and was snapped up by Bally Manufacturing. Ironically, WMS Corp. purchased the coin-op amusement division of Bally earlier this year and moved that company into the California Avenue headquarters of Williams Electronics. Dillon made the move with Bally, where he has been since the purchase. Taito America President Paul Moriarity left the company a year ago, whereupon Yoshi Suzuki was named president.

..............Bob Lloyd, president of Data East, will be leaving the company the end of March 1989 at the expiration of his contract. Lloyd has lead the company for six successful years during which time Data East has had some top games. Data East added a pinball division two years ago. There has been no word on who will replace him.

..............Distributors around the country have announced dates for post-AMOA open houses. Whether or not you attended AMOA, take the opportunity to meet with fellow operators, see the latest equipment, or inspect it more thoroughly. Those we know about include: Colorado Game Exchange in Denver on Nov. 11, Birmingham Vending in Orlando on Nov. 12, Betson in Syracuse on Nov. 12, Betson in Moonachie on Nov. 15, C.A. Robinson in San Francisco on Nov. 16, C.A. Robinson in Los Angeles on Nov. 18, Betson Pacific in San Francisco on Nov. 16, Betson Pacific in Los Angeles on Nov. 18, New England Coin-Op on Nov. 20, State Sales and Service on Nov. 20, and Betson Long Island on Nov. 22. Check with your distributor if he is not listed here.

..............During the show AMOA is planning a fund-raising raffle for the Wayne Hesch Memorial Scholarship Fund in addition to the $10 per night charge added to hotel rooms at the Hyatt for AMOA attendees, which is also earmarked for the Fund. Raffle tickets cost $25 each or $100 for a book of six. Last year the raffle netted $72,000 for the fund. Prizes include several pieces of dedicated equipment donated by manufacturers. For example, Rock-Ola has donated a Model 496. Drawings will be held throughout the show. In addition, those purchasing books of tickets will be eligible for special prizes, plus each name will be placed in a special drawing for a trip to Hawaii. Tickets can be purchased near the registration area at a special booth or from representatives walking the floor.

..............Jukebox Aisle, a new concept at AMOA, will hold all of the jukebox manufacturers' booths along with music and jukebox related exhibitors. Jukebox historian Charlie Hummel will have a collection of nostalgia jukeboxes, including some of the first ones. Mobile Records will have several singing stars in its booth, including LaToya Jackson. Stop by for an autograph. AMOA will be selling jukebox memorabilia, including clocks, T-shirts, hats, golf shirts, sweatshirts, pens, and key chains. Supplies are limited, so make your choice early. Proceeds will go toward funding activities of the jukebox promotion committee.

..............Newsweek music editor Bill Barol is coming to AMOA to do a story either on the show or on jukeboxes. Billboard will also be sending representatives. Fred Newton, AMOA's public relations manager, said he expects a lot of publicity on the show.

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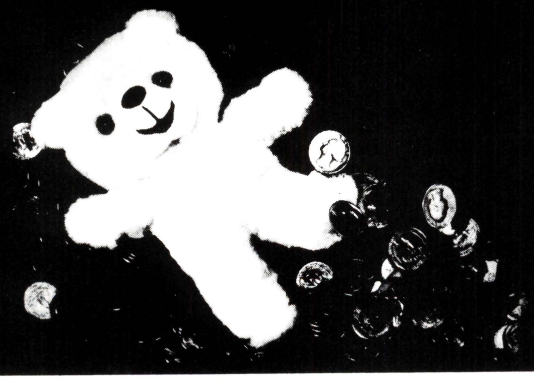

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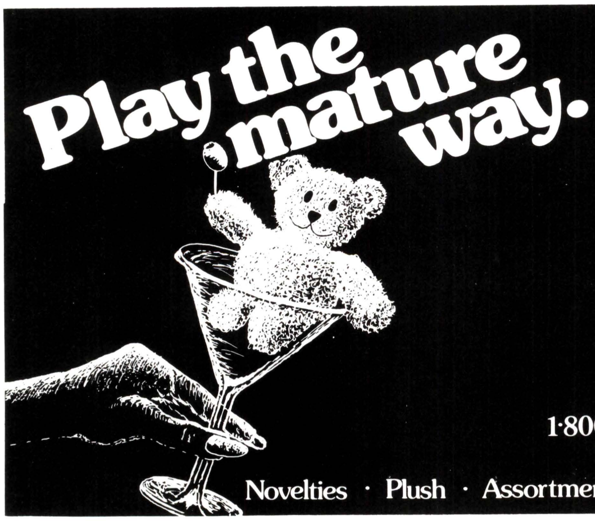
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PLAY·METER

MONTHLY PUBLICATION OF THE COIN-OPERATED ENTERTAINMENT INDUSTRY

VOL. 14, NO. 10 CONTENTS NOVEMBER, 1988

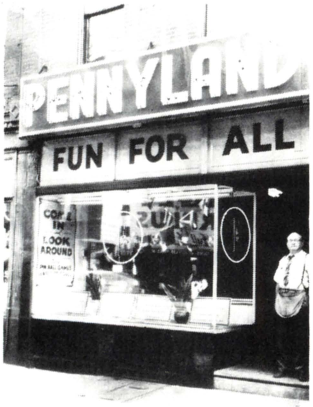
FEATURES

Play money a rewarding reality for operators 19

Operators can ''get around'' the limitations of quarter play by introducing tokens to their arcade operations. Tokens, combined with promotions, can increase the bottom line and discourage vandalism in the bargain. Yesterday's token wars no longer affect today's operations. Tokens just make good sense.

You are what you drive 28

Follow that truck! It might be the perfect one for your route. Todd Erickson of Summit Amusement invested considerable time researching vehicles before making his ''right choice'' to replace a three-years-young truck doomed by poor design. In typical shoot-from-the-hip Erickson style, Todd tells all. We don't think he'll be asked to do any commercials for manufacturers of American-made trucks after this article.



Coinman (Wally Bohrer) 26

Wally Bohrer, outgoing president of the Amusement and Music Operators Association (AMOA), reveals his thoughts on vital coin-op industry issues such as the much-discussed parallel games, cigarette vending difficulties, educational programs, standardization, dollar coin, jukebox licensing, the Berne convention, and the Washington Conference. Bohrer has been an aggressive lobbyist for our industry; it is all the better for his efforts.

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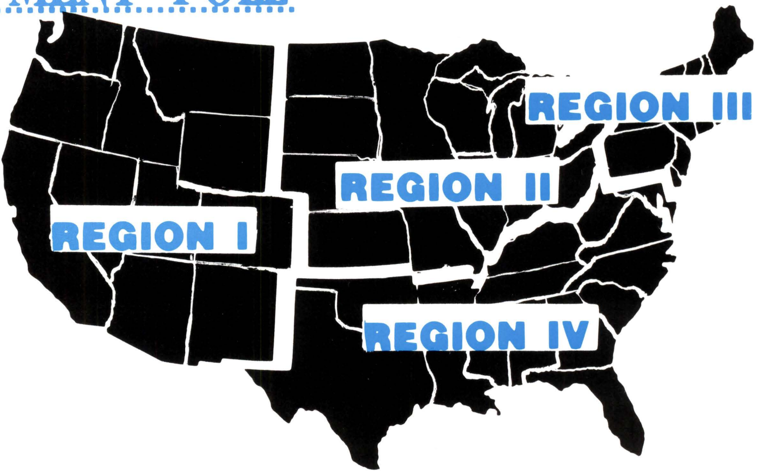
Cover: The Denver Mint was an appropriate location for Centek's cover shot of the Penny Press, surrounded by bags of silver. Centek's staff doesn't promise you'll make a ''mint'' overnight, but with the machine's long-standing appeal and long life on location a good R.O.I. is guaranteed

EQUIPMENT POLL



WEST

1

REGION I

- Big Choice
- P.O.W.
- Sky Soldiers
- Main Event
- Continental Circuit
- Thunderblade
- Silkworm
- Double Dragon
- Toobin'
- Banzai Run
- VS Baseball
- R.B.I.
- V'Ball
- Devastators
- Bad Dudes
- Double Play
- Taxi
- P-47

WEST

2

- Big Choice
- Taxi
- Assault
- 1943
- Continental Circuit
- P.O.W.
- Ninja Warriors
- Devastators
- P-47
- Hang On
- Bad Dudes
- Hot Rod
- Altered Beast

CENTRAL

1

REGION II

- Quarterback
- After Burner
- Team Quarterback
- P.O.W.
- Taxi
- Bad Dudes
- 88 Games
- Gold Medalist
- Chelnov
- Assault
- Cyclone
- Shot To Win
- Capcom Bowling
- Kuri Kinton
- Double Dragon
- Devastators

CENTRAL

2

- P.O.W.
- Quarterback
- Sky Soldiers
- Bad Dudes
- Continental Circuit
- Out Run
- Devastators
- Shinobi
- Main Event
- Operation Wolf
- Super Hang On
- Heavy Barrel
- P-47
- Altered Beast

EAST

1

REGION III

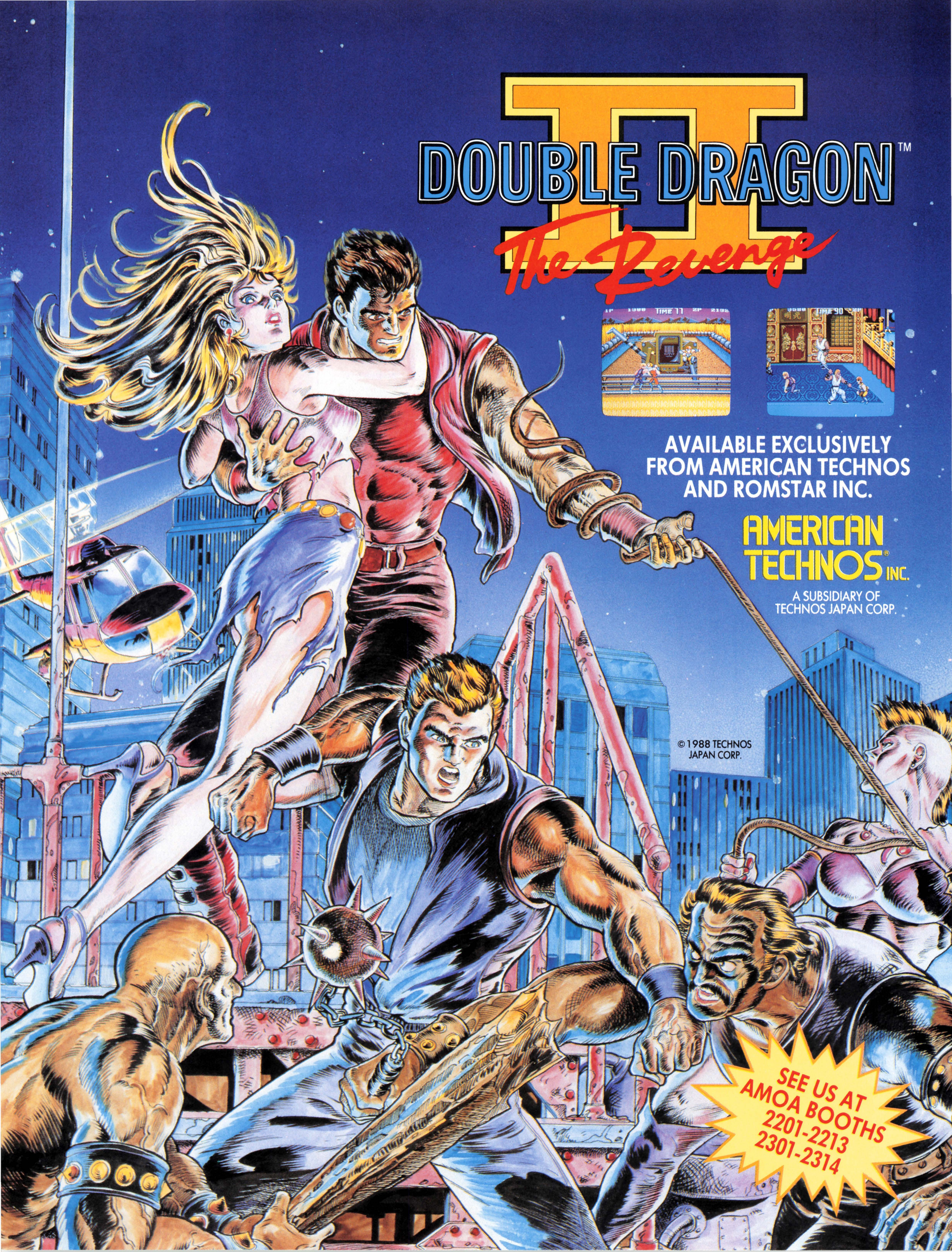
- Team Quarterback
- Quarterback
- Cabal
- After Burner
- P.O.W.
- Cyclone
- Cobra Command
- Taxi
- Assault
- 88 Games
- Gold Medalist
- Double Dragon
- Bad Dudes
- Kuri Kinton
- Chelnov

SOUTH

1

REGION IV

- Basketball
- Quarterback
- Bad Dudes
- Sky Soldiers
- Altered Beast
- Main Event
- Cyclone
- Shinobi
- Out Run
- Rally Bike
- Heavy Barrel
- Cabal



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LETTERS

Basketball Blues

Your readers should be made aware that there is a questionable manufacturer operating in the Riviera Beach, Fla., area. The name of the firm is, or was, Riviera Millwork, Inc. It's president is, or was, Leigh Hart.

On April 15, 1988 we paid $2,195 for one of Mr. Hart's basketball games. We proceeded to assemble the game and found that the electronics were defective, along with the basket itself being cheaply manufactured. After numerous discussions with Mr. Hart we have been unable to obtain working parts for the game. When we told Mr. Hart that we were returning the game, he said he was going to go bankrupt!

As of today, almost four months later, we are stuck for the money spent on a manufacturer who ruins the business for legitimate manufacturers. Our most recent call to Riviera Millwork was answered by American Amusement. We suspect that this questionable manufacturer has gone bankrupt to emerge as American Amusement.

All operators, especially those in Florida, should be aware of this manufacturer.

Harry Hilton
Hilton/Snell Associates, Inc.
Atlanta, Ga.

[*We contacted Mr. Hart at American Amusement and he said that he worked for Riviera Millwork but was never the president. He maintains that his company, American Amusement, only manufactures cranes; and that even though the company does have the former phone numbers of Riviera Millwork, there is no connection. Apparently, Riviera Millwork closed its doors in June, 1988. The basketball game in question, All American Sharp Shooter,* is no longer being made.

Mr. Hart indicated that the basketball game could not stand up to the abuse it receives in some locations and that may have been the problem for Mr. Hilton. When Hilton's company was contacted, Mrs. Hilton said that the game had never been on location yet because it has never worked.

Unfortunately, operators who purchased *All American Sharp Shooter* are out of luck if they have problems with the game.

Operators must be very careful in selecting equipment, as this story illustrates. There are no less than a dozen manufacturers of basketball games on the market at present and that makes for a dizzying array of choices. The best advice may be caution and research before deciding. Also, rely on your distributor and other operators who have a history with some of the available basketball games . . . Bonnie]

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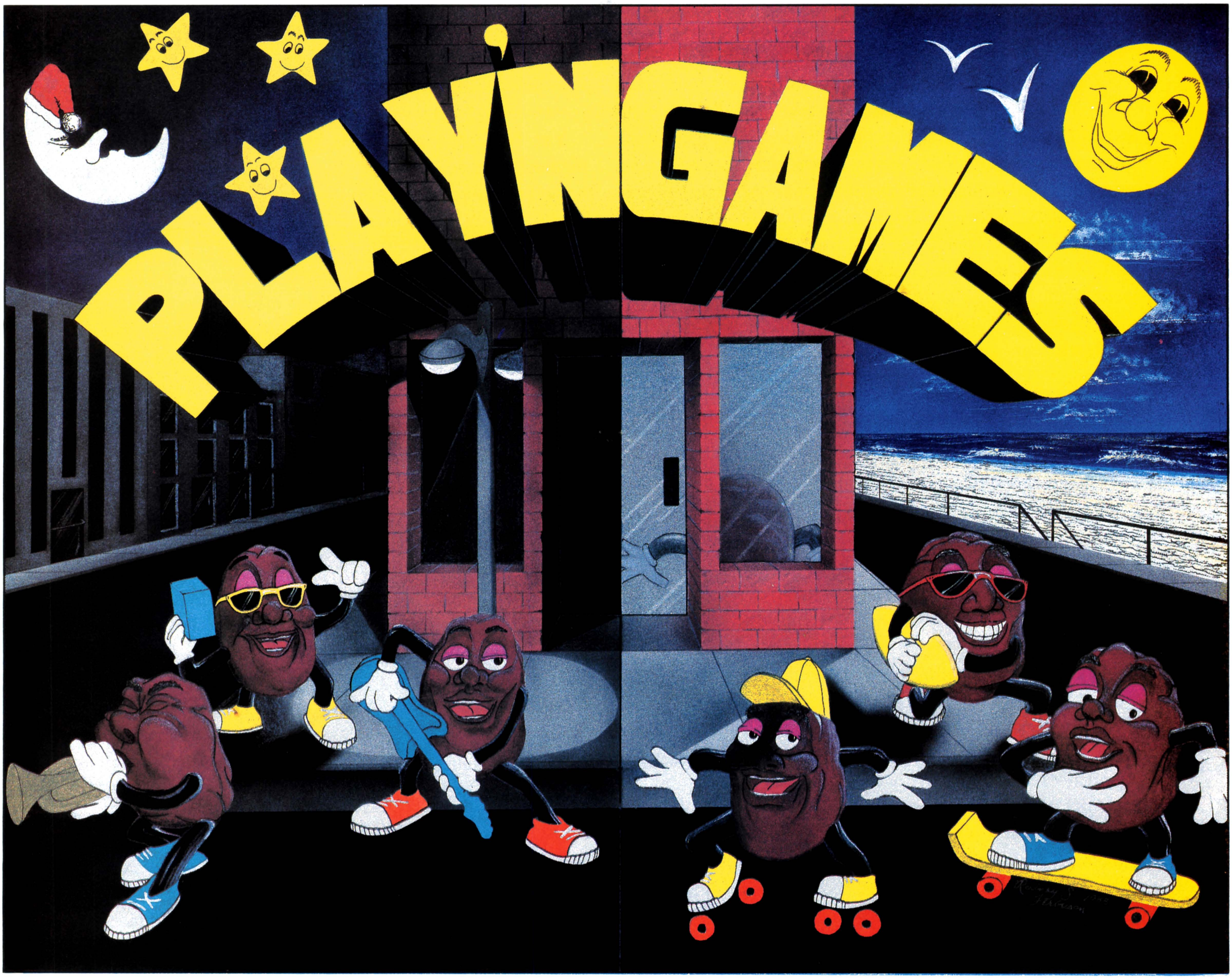

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FROM THE EDITOR

Mom, you just don't understand . . .!

Who likes Andy Rooney, the rumpled character who gives his outlandish points of view after the meaty issues on 60 Minutes? I have always enjoyed his sense of humor, his sometimes rather bizarre insight into common habits, and his comical satire. I happened to catch his commentary the other night and his subject was one we are all watching closely. What else: The election. He jokingly played the part of a Dukakis supporter or a Bush supporter. While he wore the Dukakis election button, he glorified that side and praised the Democratic team.

He then jumped into the part of a Bush supporter and eulogized the Republicans and their loyalty to the American way of life. Amazingly, he played both parts very well because he was looking through the appropriate eyes each time and masterfully got into the character.

I laughed like everyone else but then it dawned on me that both sides are absolutely right. Both Democrats and Republicans know the answers, both have scrutinized the country and have found the tender spots and what buttons to push to gather support.

But wait, I know that both sides can't possibly be right because on November 4 only one side will be claiming victory. However, it illustrates the proverbial two sides of the story. I remember numerous times telling my mom that she was wrong! I remember just as many times her telling me I was wrong! I never understood that although we were discussing the same topic, she was looking at the situation through adult, experienced eyes and I was merely a wide-eyed, innocent child only beginning my life's experiences.

Now, I'm the adult, experienced parent confronting the trials and tribulations of my own offspring who are looking at each situation through guiltless eyes. It's only now that I truly understand what my own parents suffered because I was not experienced enough to know that I really didn't know much.

How could I have been so righteous? How could I have stood my ground about wanting to go out with a guy 10 years older than me and stay out as late as I wanted to thinking my parents were old fuddy-duddies trying to stop me from having a good time? But now I ask my kids how they can call me an old fuddy-duddy when I am just trying to help them make the right and honest decisions life calls for. But I learned that my parents were wrong sometimes. I've also discovered that I am wrong sometimes, too. If you never gain that knowledge, you will never understand anyone else. My two oldest daughters are on their own now and have become wonderful adults that I am proud of. My daughter who just became a teenager asked me the other day if I even remembered what it was like to be young!

Yes, I do remember. There are things I regret and there are memories I treasure. However, my daughter can't possibly put herself in my place because the retrospection isn't there. She doesn't know what it's like to be on the other side during an argument but I do. I'm applying my experience and I'm stepping into her shoes, the same ones I outgrew with my youth.

What's happening in the coin-op industry isn't so very different. Within our small, close-knit "family" there are two very different opinions on what's right and what's not. Just like parent and child, neither side is totally right but each is very strong in their sentiments. I can only respect both attitudes but I find it disturbing that each isn't trying to see the other side a little harder. A friend chastised me for something in the magazine that was a technicality in wording that he said made it look like I was "on the other side." Well, the "other side" is picking around finding things that make them believe I have defected. Wrong on both counts. I am not on anyone's side. This isn't a war—at least I don't think it's become that yet. I am an unbiased observer. I cannot step into either position with any authority or experience. But I can listen and assemble facts and truly see each side.

We have an industry to nourish and raise. We are the responsible adults drawing on our experience to make rational, clear decisions. Seeing both points of view is even harder than siding with one. Each has their own convictions and both are rigid in those beliefs.

I challenge each one of you to sit down and talk with someone from the other side, really talk about industry problems and solutions. But instead of doing all the talking about why you are right, listen to the other guy with a completely open mind. In fact, pretend you are going to have to defend his position and pull out some positive aspects of his opinion. Think of your mom explaining to you why you were "the only kid in America" who couldn't drive just because you didn't have a driver's license!

Valerie Cognevich

Valerie Cognevich
Editor

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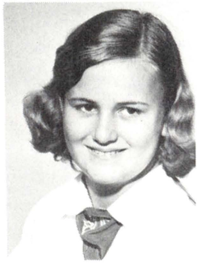
Time warp to the '50's



Then . . .

and now

It was inevitable. First, the 10-year high school reunion, then the 20th and 25th; all survived. Now it's the 30th *grammar school* reunion, one that I had never expected. Nostalgic souls eager to see faces from the past undertook the massive effort of researching the whereabouts of the girls and boys who made up the St. Dominic School class of '58.

Appropriately, the festivities were held at the old neighborhood Knights of Columbus Hall, for graduates only; no spouses or dates allowed. That was probably wise since it proved difficult enough sorting out the remnants of young teen faces still left on the bodies of 43-and 44-year-olds without adding "strangers."

Walking into the hall, hearing familiar old music that came to my ears before on beloved jukeboxes, I was transported in a time warp to the days of Buddy Holly, the Everly Brothers, Ray Charles, The Coasters, Jerry Lee Lewis, Duane Eddy, Danny and the Juniors, Bobby Freeman, The Teddy Bears, The Chantels, and Fats Domino. Anyone for the Stroll?

Where was Jimmy the heartthrob, Rome the troublemaker, and Gwendolyn the shy violet? Surely it was in another lifetime. And the answer was yes. The music was more familiar than the faces, for even though (fortunately or unfortunately) the nametags featured graduation pictures of 13-and 14-year-olds, it was hard to match up the present- day faces and figures to the beaming youngsters on the nametags. Memorabilia, class predictions, photos of the old school, and the appearance of several teachers all jogged the memory. But the music was the highlight for me.

And where was that music most appreciated? On jukeboxes of the past. The songs we played endlessly then, to our parents regret at home, were the favorites we gladly forked over money to hear at neighborhood haunts like the corner drugstore. We could hear it on the car radio when we drove up to the gas pump and put in one dollar's worth, but it was never as good as when you could hear it and *feel* it in the colorful glow of the jukebox lights. Jukeboxes brought music appreciation to new heights and completed the total music experience.

Jukeboxes attained their greatest popularity in the late 40's and early 50's with memorable boxes like the Rock-Ola Model 1426 with two color-changing pilasters and 12-inch Jensen speaker, the A.M.I. Model A with changing color cylinders and color fluorescent tubes, the Seeburg 9800 with front glass animated color and omnidirectional speakers, and the Wurlitzer 1015 that recorded 56,000 units shipped in 1946 and 1947.

Since jukeboxes last a long time on location, many of these boxes were host to 50's songs and stand in the minds of 50's kids as the jukeboxes locked in our memories. For youngsters of that era, music was collected on a blend of 78's and 45's. Even now I still have some 78's hidden away with selections like Xavier Cougat's "Cherry Pink and Apple Blossom White" on the Columbia label and Spike Jones and his City Slickers at their best on the RCA label. There are many other memorable selections on Capitol, Dot, and Decca records, to name a few.

AMOA is saluting the 100th anniversary of the jukebox and ACME has chosen the venerable jukebox as its theme for the '89 Expo. There's no doubt about the valuable contribution made by the jukebox in the coin-op amusement industry. Today, jukebox choices are varied and the technology advances in giant leaps. Operators can choose from jukeboxes playing all 45 singles, all CD's, a combination of 45's and CD's, all videos, or a video/audio unit where customers can "see" their favorite performers as well as hear their music. Nostalgic replicas are also available with the classic look of the past in front and modern technology inside. There's something for everyone's taste, budget, and location.

I didn't need a school reunion to remind me of the warm spot jukeboxes occupy in my mind. But it was nice to wallow in memories while still thinking ahead to what the jukebox will have in store for us in the next decade.

Remember "Could This Be Magic," a 1957 hit by The Dubs? Jukeboxes have been magic for generations of Americans; an entertainment phenomenon that now has a place in history as it celebrates its centennial. Congratulations to the American jukebox and the members of our industry who manufacture them, distribute them, and operate them for the enjoyment of a vast audience. May the magic continue! ☐

Bonnie Theard

Bonnie Theard
Managing Editor

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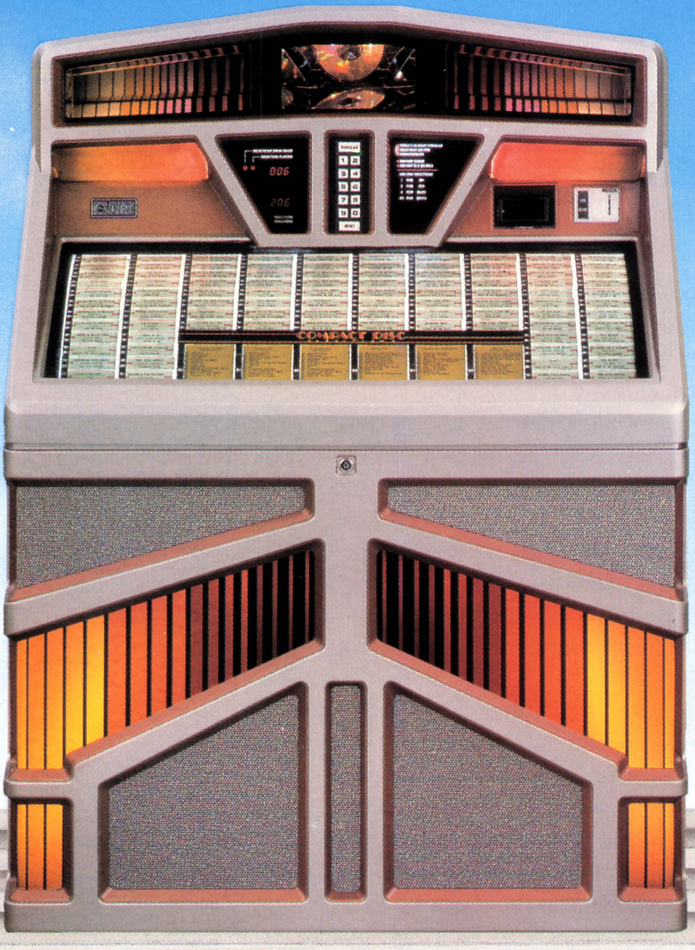
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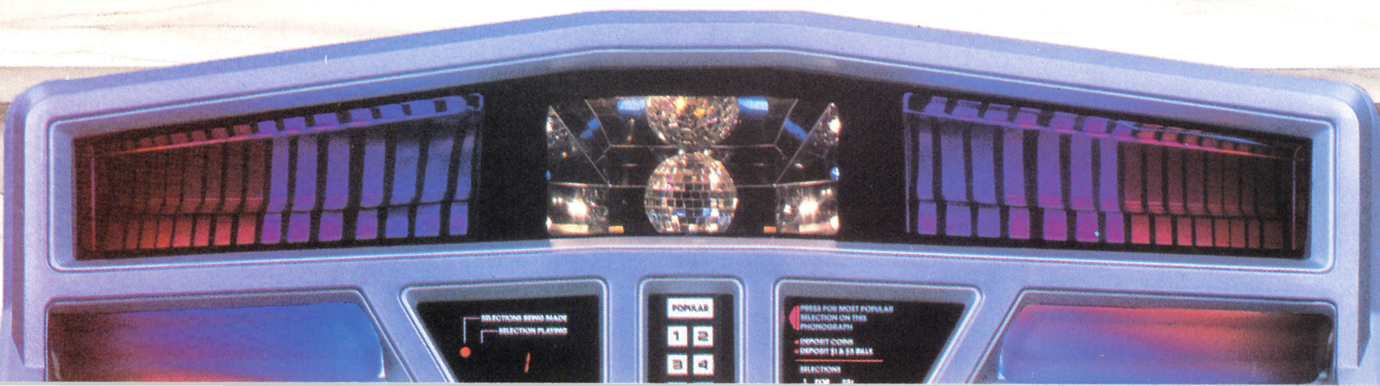
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SELECTIONS

Building the present with help from the past

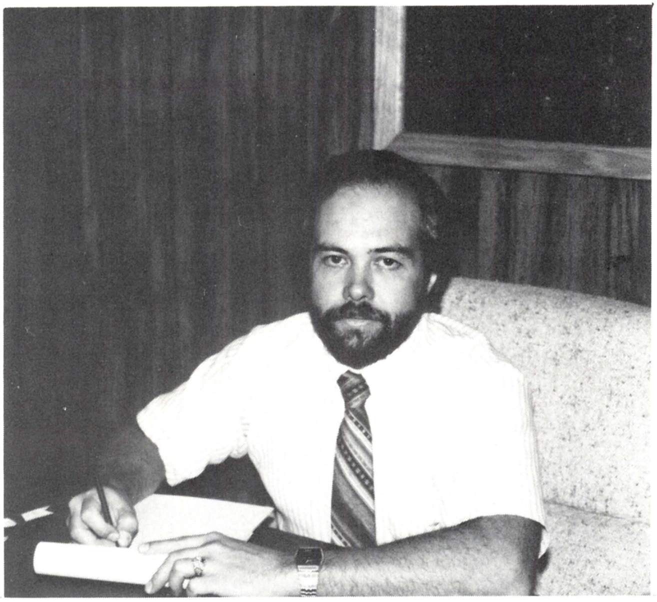
Centek, Inc., a Colorado-based company, manufactures the nostalgically appealing *Penny Press* specialty machine that gives consumers a reasonably priced souvenir while giving operators a piece of equipment that has a long life on location.

The *Penny Press* presses a penny into a thin oval and imprints it with a special logo and saying. It is one of the few coin-op products that does well in such varied locations as truck stops, amusement parks, museums, hotels, motels, and water parks.

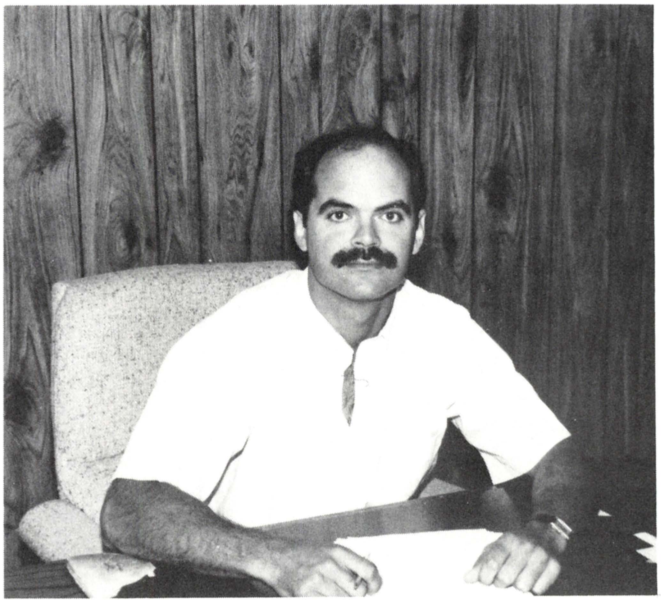
According to Tim Prize, president of Centek, "Return on investment with a specialty machine like ours takes a little longer to come in than on some other types of coin-op equipment, but in the long run there's more money to be had with a piece that will not fade in popularity."

Operators who are steering away from "trendy" games that may or may not succeed are taking a closer look at equipment like the *Penny Press* that stands the test of time. Cabinet construction is of oak for good looks and long wear. The machine can be customized to accentuate its antique look with the addition of brass eagle legs. Custom stains are available on request. There's no stocking necessary, as the customer provides the penny to be pressed.

The *Penny Press* provides a customized souvenir by using a die specially made with logo or saying (at a cost of $150 per side imprinted). The unit can be moved to another location, and for the cost of one new die, be re-customized to suit the next location. The old die easily comes out of the press with just one screw.



Tim Prize, president.

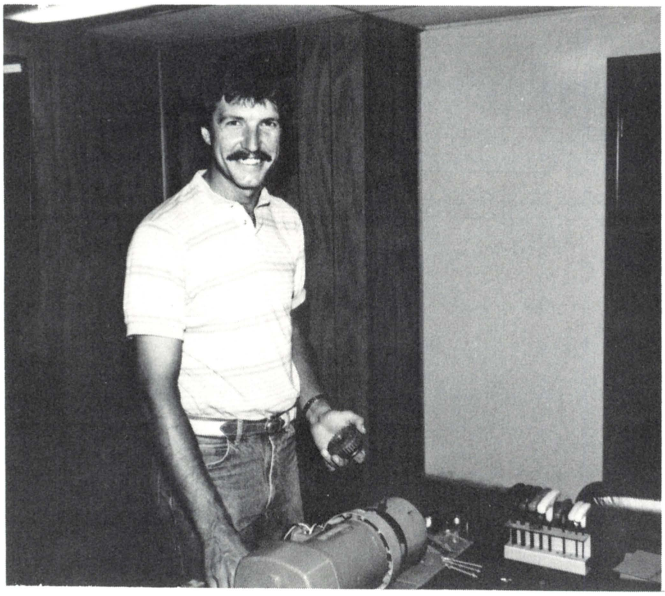


Jeff Mazurek, vice president of sales and marketing.

Operators should have no fears about any possibility of defacing United States currency. The penny is elongated to such a degree that it is not considered legal tender. And when it sells for more than its face value, defacing is no longer a consideration.

When Prize started Centek two years ago, he already had 16 years experience in the vending business as an operator in Detroit. On a trip to Winter Park, Colo., he saw a hand-cranked penny press and started looking into manufacturing a coin-op model. He discovered that there are over 1,000 collectors of minted coins. The oldest pressed penny coins right now are selling for $45-$50 per coin, like the Chicago World's Fair coin. Hand-cranked penny press machines date back to 1893.

Centek is headquartered in Wheat Ridge, Colo., just outside Denver. The office, manufacturing, and showroom facility occupies 4,500 square feet of space. In addition to Prize, the staff of 17 includes Jeff Mazurek, vice president of sales and marketing; Rod Edquist, chief engineer; and Nick Konrad and Kathryn Anest of the art department. There are also seven sales representatives to handle various types of locations, such as tourist attractions and amusement parks. Steve Young heads exporting. Prize is also a distributor for manufacturers of vending equipment.



Rod Edquist, engineer.

What lies ahead for the *Penny Press*? Said Prize, "We took a basic machine and tried to make it as simple as possible. Now we are looking to expand its capabilities, such as adapting to a bill validator." Prize disclosed that the company is planning to expand overseas and has already had conversations with representatives of the new Disneyland in Japan and vending interests in Germany.

Nick Konrad and Kathryn Anest of the art department working on a customer's design.

In other developments, Prize explained that the company is planning to offer operators a choice of multiple dies within the same machine. This would, for instance, offer four different logo choices for the consumer in one unit. There is also the possibility of using different currencies.

Whatever direction the *Penny Press* takes in the future will be well thought out and as solid as the machine has proven to be over the past two years. ☐

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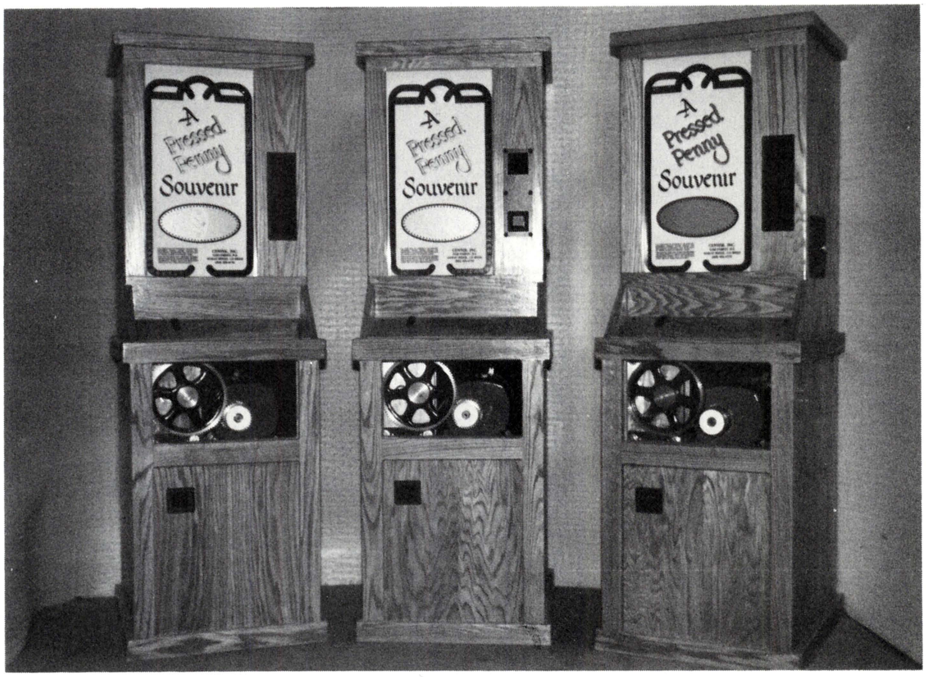
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Centek's *Penny Press*.

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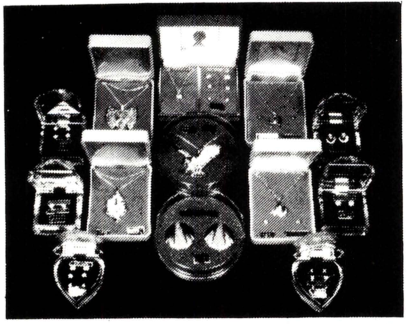

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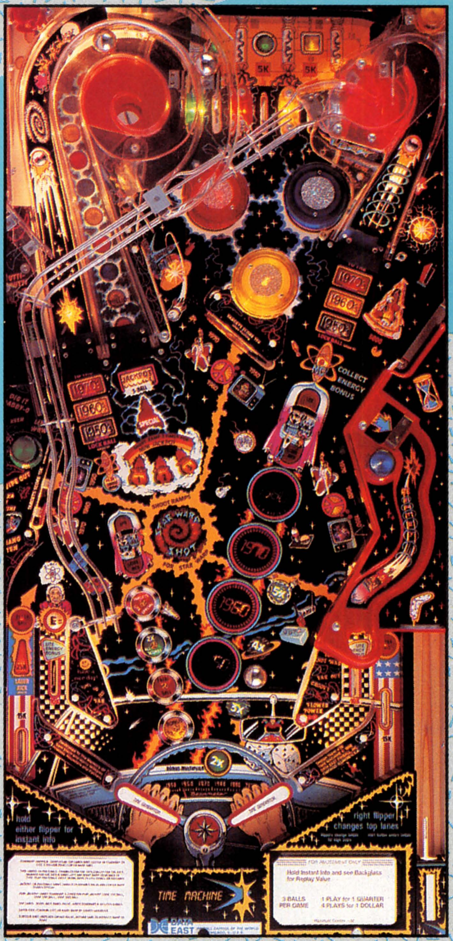
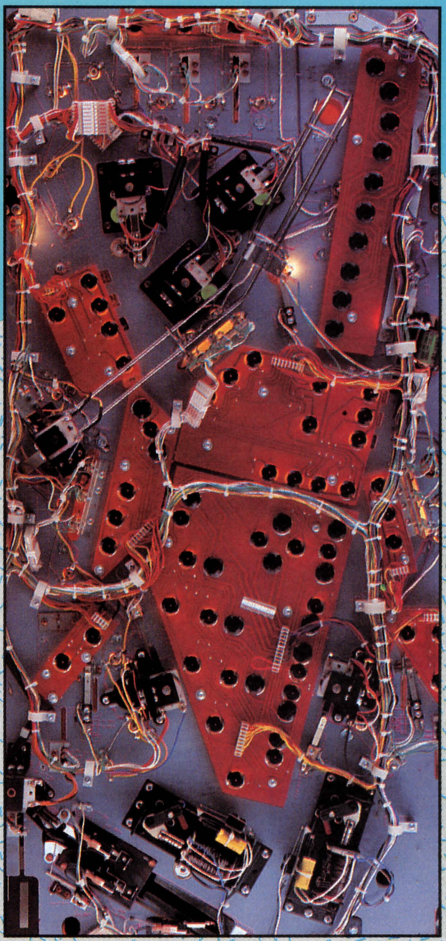
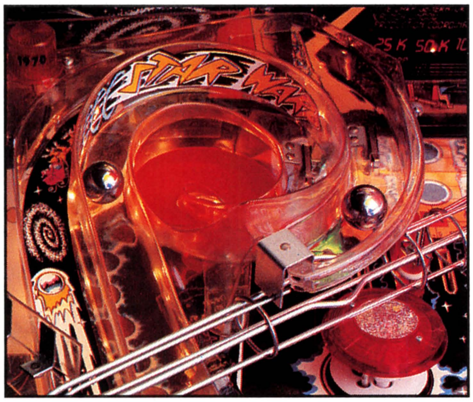


hold either flipper for instant info
right flipper changes top lanes
TIME MACHINE
3 BALLS PER GAME
1 PLAY for 1 QUARTER
4 PLAYS for 1 DOLLAR
DATA EAST



BEAM ME UP SCOTTY!



Starwarp to a new dimension as your ball enters the center ramp transporter. Beam to another location on the playfield for a million points when lit!

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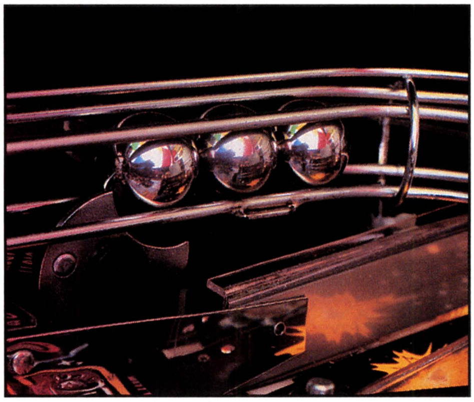

New ball lock mechanism fed by the left and right ramp engages time machines powerful engines as you travel through the 1980's, 1970's, 1960's, to your destination the 1950's!

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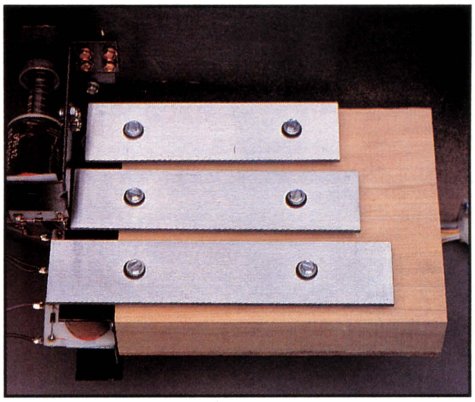

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Play money a rewarding reality for operations

by Valerie Cognevich

Ten years ago, token operation in arcades was a relatively new idea in the coin machine industry. The reasons then were basically to facilitate price increases, give the operator better cash control, discourage vandalism, and to help promotions.

Operations realized then that the machines could be improved, but coins couldn't. No matter how advanced the game, how exciting the play, or how thrilling the challenge, the industry was stuck with quarter play with very little chance of increasing the cost per play. Going up to 50 cents, two coins, was simply out of the question. And asking a player to drop a quarter and a dime or nickel was just as unworkable.

Ten years later 50-cent play on games other than pool tables is not much closer to reality. Even today, with higher game costs and rising overhead, 25 cents is what players are willing to pay and expect to pay to play. Even when manufacturers introduce games set on 50-cent play, most of the time the game is adjusted back on the "more acceptable" 25-cent play that players have grown used to.

Seeing the operators' plight, AMOA is actively seeking support for a dollar coin in hopes of asking more from players who are accustomed to one coin play. However, a dollar coin may not be the answer in the very near future. The Susan B. Anthony dollar coin didn't work and thousands of them are collecting dust in government warehouses. The quest for support on another more workable dollar coin has not been easy.

In the meantime, operators are still looking for ways to increase their bottom line. Tokens were a blessing and a curse during the boom days, but they may be a blessing today.

Early days

In the early 80s there was a growth phenomenon in the coin-op industry that we call the video boom. Since the growth was the outcome of the country's love affair with video games, business opportunists seized their chances to get-rich-quick and arcades sprung up like mushrooms in your grandma's cellar. On nearly every street corner the latest arcade, family game room, and amusement center opened up. Towns that had tolerated one arcade were suddenly assaulted with more game rooms than could possibly survive.

Since each one wanted to be the one that did survive, wars erupted. No bullets flew but this war was real enough. We call it the Great Token War. Arcade operators realized that they could attract customers only by offering them just a little more than their competitor down the street. But to execute the plan of enticement, the operator had to get away from real money and offer something just as valuable while making it easy for the customer to enjoy the games.

Of course, tokens were the answer. Play money. Tokens were about the only way of luring in customers because operators could offer that special incentive needed—more tokens for a buck. A player could now stretch his dollar more than ever before. Operators could give their customers five tokens or five game plays for one dollar.

It was such a good idea, and there was such intense competition, that the next operator decided that if five tokens for a dollar enchanted players, then six or seven would be better. Pretty soon arcades were battling it out, with the player emerging as the only clear winner. Players could bargain hop for tokens and then take them to their favorite arcade to settle down with more than enough game plays to satisfy even the most devout player.

Carol Spense, general manager of Van Brook of Lexington, a token manufacturer, describes those early days, "We had a roller coaster ride during the video boom, but things have settled down to a healthy level."

Sheila Dellacona, sales manager at Roger Williams Mint, remembers those days clearly. "The token war a few years back really gave tokens a bad name. Operators were offering as many as 20 tokens for a dollar just to out-do the competition. Anyone opening an arcade during the peak in that competitive market had to go to tokens."

SEGA
AFTER BURNER

Diamond Jim's assistant manager, Bobby Galmiche, stocks the token dispenser.

Michael Hoffman of Hoffman & Hoffman, another token manufacturer, agreed. "Those early days of the token wars resulted in a lot of hard feelings toward tokens."

The war ended with no decisive winner except the arcade operator, who refused to participate. He saw the devastation of the war and knew that offering 20 plays for a dollar was just not going to work. The street corners soon were sporting "for sale" signs tacked up over the "grand opening" banners.

TERRIFIC TUESDAY
$1 or $5 BILLS & COINS
TOKEN
NO CASH VALU
NON-NEGOTIA
NON-REFUNDA

Game players of all ages take advantage of token specials.

Back to now

Hoffman offered, "Every good businessman today knows that he must sell his tokens for four or five for a dollar to stay in business. Even today, bad input or inaccurate information haunts us from those early boom years."

He continued, "New arcades opening today are very receptive to the idea of tokens. There are no token wars. Operators opening new businesses are willing to investigate the advantages of tokens in their locations. Some of the older ones are so well established in their way of doing things that they are not willing to look into something new. Also, some of them were around during the token wars and are afraid of getting other arcade owner's tokens in their games. Plus they just don't know how to use tokens to their advantage."

Spense added, "Operators who call and are interested in tokens have no idea of the applications. We have a booklet called 'Notes & Quotes' that has lots of good information to help them decide. We even quote other operators."

Dellacona cites security and promotional flexibility as the two major reasons for investing in tokens. Hoffman adds several other advantages to tokens: cash control, pricing flexibility, immediate sale, increase in sales, promotions, souvenirs, and business cards.

Security

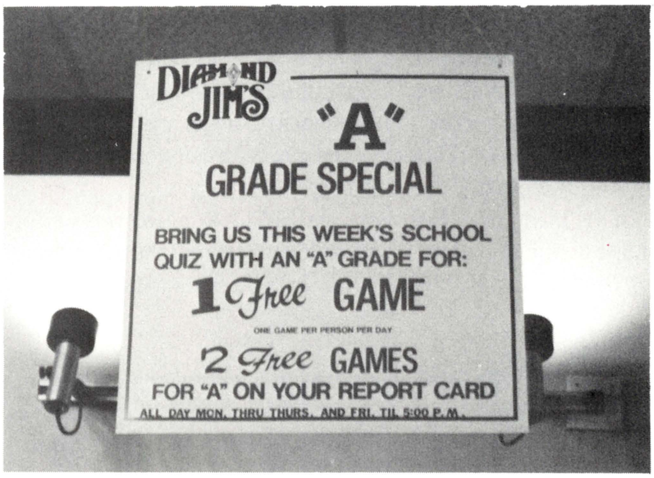
Security is certainly a major consideration for switching over to tokens. Burglars aren't prone to stealing something that has no value to anyone outside of the arcade. In fact, Hoffman said that most arcades that swap over to tokens do so because of a robbery. "An operator has lost several thousand dollars and is naturally upset. He then comes to us thinking of using tokens."

But the loss of quarters in the cashbox may be minor compared to damage on machines. Thieves can do major damage when they think there's a reward. They certainly don't care how much destruction they reap on an expensive game. The more the damage, the more downtime that accounts for more lost revenue. Tokens in the cashbox instead of quarters removes the temptation. Said Hoffman, "Keep your quarters in the bank where they belong, not in the cashbox as easy prey to burglars."

Sales and cash control

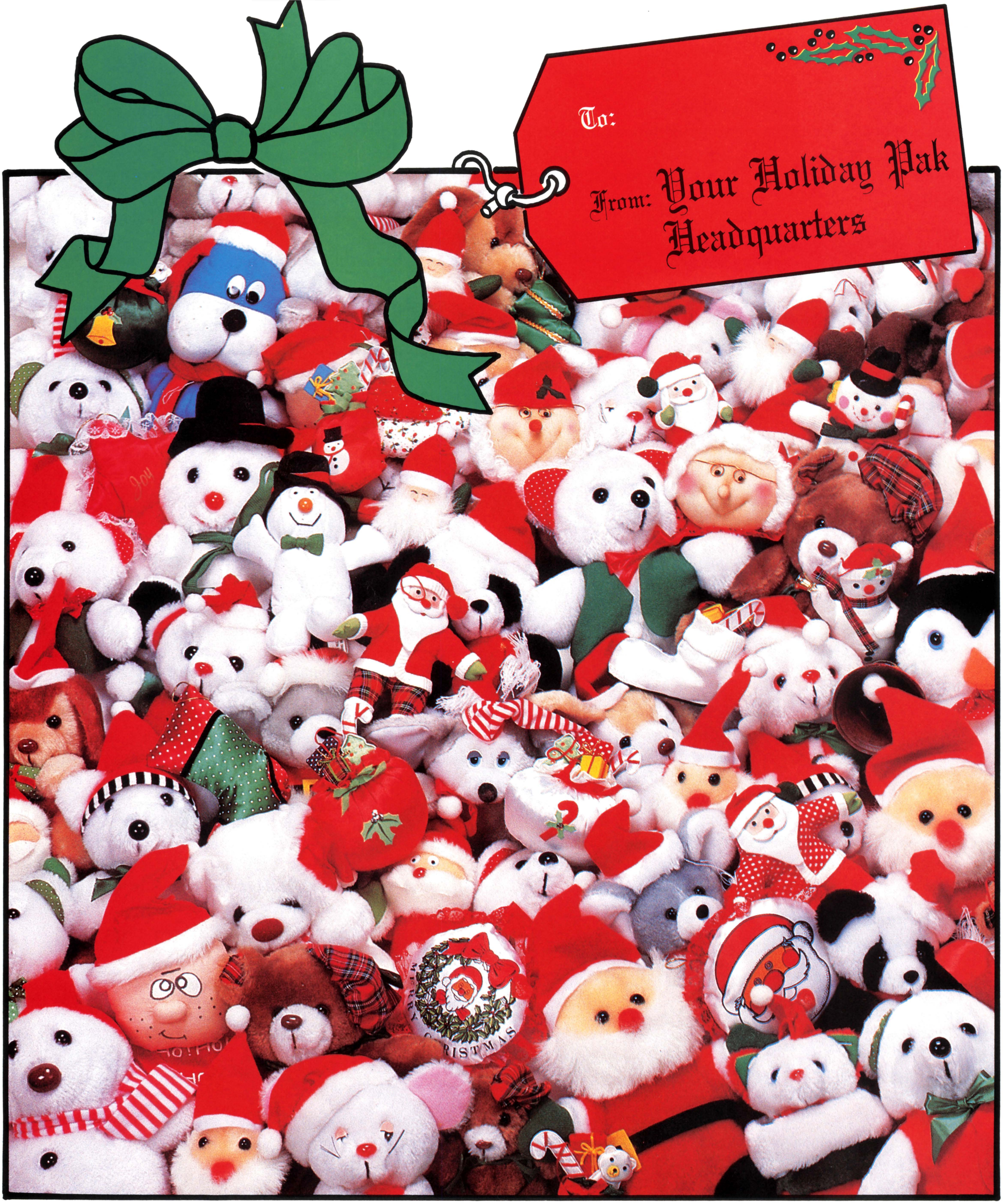
Tokens can be the answer to price flexibility. While players may balk at dropping two quarters into a game, they do so more willingly with tokens. While the mention of the token wars and pricing tokens at 20 for a dollar may bring winces from many, it does work both ways. Operators today are finding that they are able to price their tokens at three for a dollar, thus raising the price of playing a game to 33.3 cents. And the players don't mind. An operator in North Carolina prices his tokens at six for a dollar but has his games all set for two-token play. Players feel they are getting a bargain so they're happy. But they are still paying more than a quarter for a game, which makes the operator happy.

Players tend to spend tokens more freely than they do quarters, observed Hoffman. "Players don't think of tokens as "real money" so they spend more on games. If they have four or five tokens left, they will stay until they're gone. They wouldn't do that with quarters."


DIAMOND JIMS
"A"
GRADE SPECIAL
BRING US THIS WEEK'S SCHOOL
QUIZ WITH AN "A" GRADE FOR:
1 Free GAME
ONE GAME PER PERSON PER DAY
2 Free GAMES
FOR "A" ON YOUR REPORT CARD
ALL DAY MON. THRU THURS. AND FRI. TIL 5:00 P.M.

Even the "walk-away" tokens are not a loss. The player has already purchased the token so it was an immediate sale to the operator. These tokens will encourage return visits to the location.

Another important advantage to token use is cash control. An operator needs less supervision of his staff. Bobby Galmiche, assistant manager of Diamond Jim's Arcade in New Orleans, said, "Tokens are much easier to work with than quarters. We only count our tokens once a week, but if we were using quarters, we would have to do it daily. Also, quarters have to be taken to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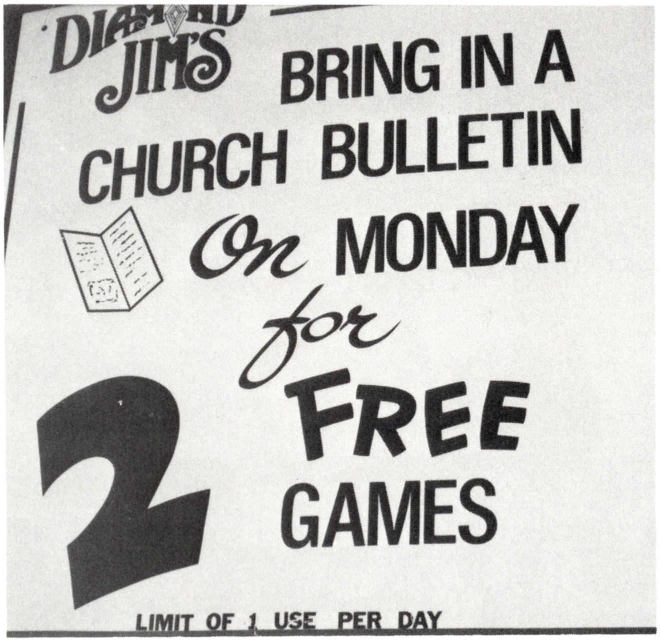
the bank, but tokens can be stored right in the location."

Another plus with tokens in change machines is that people aren't wandering into your location to make change for the laundromat, a pay phone, or any other reasons they would need quarters.



Promotions

We've cited many advantages for operators to change to tokens, but promotional opportunities ranks as the single most important reason to swap over. Diamond Jim's, which operates in a mall location, uses tokens in a vast array of promotions. "We would not be able to offer nearly as many specials if it weren't for tokens," said Galmiche. One intriguing promotion is offering a coupon at closing time good for eight tokens for a dollar on a return visit. This encourages return customers and keeps the place busy until closing.

It seems to be almost a universal quirk of human nature to think of tokens as non-money.
—"Notes & Quotes"
Van Brook of Lexington

Another promotion involves Skee-Ball and basketball games that dispense tickets. Galmiche explains, "If a player gets a pink ticket from a Skee-Ball or basketball game, he is entitled to a free token for each ticket attached to the pink one. A player can earn up to 20 free tokens for one of those tickets."

Diamond Jim's runs ads in local newspapers and rubber band fliers offering eight tokens for a dollar. "Customers come in to take advantage of their bargain tokens and usually end up spending more than a dollar," noted Galmiche.

Diamond Jim's also offers 100 tokens for $10 (tokens are in a cloth bag). If the customer returns with the bag, they can refill it with a little lagniappe—eight extra tokens.

For outstanding students, Diamond Jim's offers the "Gold Card." Students with a grade point average of 4.0 are given a card that enables them to buy eight tokens for a dollar anytime they visit the arcade.

Some other promotional ideas include free tokens for mall employees during lunchtime, free tokens for career people with a business card, eight tokens for a dollar on a certain day, and a colored token concealed in the change machine redeemable for additional tokens. Spense of Van Brook added that many of her accounts have a sticker (which Van Brook supplies) placed every so often on a soft drink or snack in a machine to be redeemed for free tokens.

Players don't consider their cost or value, but see tokens as a means to play the games.
—"Notes & Quotes"
Van Brook of Lexington

In addition, operators may consider a senior citizen special, free tokens when customers come in wearing a certain color posted in the arcade that day, a club card customers buy for 50 cents that entitles them to two tokens a week (a $26 value), free tokens on Monday when a customer presents his church bulletin from the day before, a token for a mall receipt of that day, and tokens for As on report cards.

Tokens can also be used in conjunction with other stores in the area. A customer could get a token to play a game at an arcade by buying an item in another store. The object is to get players into the location. Once they're there, the assumption is they'll spend more than the free token.

DIAMOND JIM'S
MONDAY IS
COLOR DAY
WEAR THE SELECTED COLOR ON MONDAY AND GET:
1 FREE GAME!
THIS WEEK'S COLOR Gray

Here's a true story illustrating why tokens can make the difference between a successful promotion or one that fails. Carol

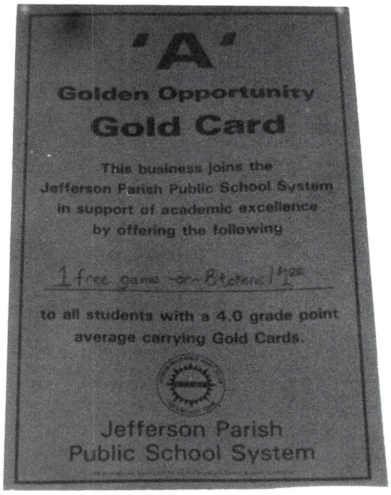
Lally, publisher of Play Meter, took her 12-year-old daughter and one of her friends on a vacation. While they were strolling along, there was an arcade operator offering quarters for free games inside the arcade with the obvious intention of attracting paying customers. Carol's daughter and friend jumped at the chance and they went inside. However, before they dropped their quarters into a machine, they decided they would rather spend their quarters on something "more important!" So out they went a quarter richer. The operator lost two customers, two quarters, and the chance to keep them there awhile spending more money!

Is it for you?

Probably every arcade operator in the U.S. has given tokens a thought or two. Hoffman said that a good arcade manager should come up with reasons *not* to use them if he decides not to. In any case, if you have been hashing it over in your mind and want to look into it, here's a few things to consider. Scrutinize your area and your competitors. Find out which ones are using tokens, and if so, what size they are using. Spence points out that too often you end up with several arcades in the same area using the same size token. Poll your customers. They are the ones you are open for so don't hesitate to ask their opinions. Once you have compiled this information, call a token manufacturer and discuss the idea with him. He's talked to a multitude of people and has probably heard everything there is to hear about using tokens. Discuss your concerns and ask for references.

> *Operators realized then that the machines could be improved, but coins couldn't.*

If you are a route operator you may also be able to work with tokens. Hoffman talked about several routes he has set up using tokens. The operator sells pre-counted bags of tokens to locations allowing the location to offer their own promotions.



'A'

Golden Opportunity

Gold Card

This business joins the
Jefferson Parish Public School System
in support of academic excellence
by offering the following

1 free game -or- 8 tokens/$1.00

to all students with a 4.0 grade point
average carrying Gold Cards.

Jefferson Parish
Public School System

Of course, one of the biggest concerns is cost. Is it expensive to change over to tokens? The token experts we talked to all agree that it is not expensive to make the change. Spence said it may sound a lot harder than it really is, and in some cases only minor adjustments are needed on coin chutes.

Hoffman added that the coin mechanisms should work even better on tokens. "There is a .003 tolerance the U.S. government allows on the manufacture of quarters. However, we work on a tighter tolerance on our tokens, so the operator will probably have less coin jams with tokens."

There are some token manufacturers at AMOA, so it might be a good opportunity to see them, what they offer, and discuss the idea. If you aren't at AMOA, here's a list of some token manufacturers if you want to get in contact with them.

1
ONE FREE GAME OR EIGHT TOKENS FOR ONE DOLLAR
Bearer of this coupon
DIAMOND JIMS
is entitled to one free game
ONE FREE GAME OR EIGHT TOKENS FOR ONE DOLLAR
1

Charleston Mint
(803) 577-2982

Green Duck Corp.
(601) 368-9033

Hoffman & Hoffman
(800) 227-5813

Osborne Coinage
(513) 681-5424

Roger Williams Mint
(800) 225-2734

Van Brook of Lexington
(606) 231-7100

PLAY METER

An operator's story

Charles Rowland of Games People Play of Richmond, Inc., is sold on tokens. His operation includes several university locations in addition to teenage dance centers.

''I have all of my locations on token play but to keep the impulse sale my games all take quarters, too,'' he explained. He elaborated on the fact that it is very easy to have game coin mechanisms set for both. He added that he simply runs the coins through a coin sorter which separates the quarters from the tokens. The security benefit is not lost because thieves don't want to take the chance when the majority of the take will be tokens.

Rowland has had his locations on token play since the early video boom days. When the boom was in full swing the most popular way for outsiders to enter this business was with an arcade. When arcades started sprouting up around the country, many turned to tokens to be better able to offer specials and outdo the competition. Rowland said, ''During that time I kept seeing articles in Play Meter about tokens and decided to check into it. I have always been an operator willing to investigate something new and I felt that tokens were an idea I would try.''

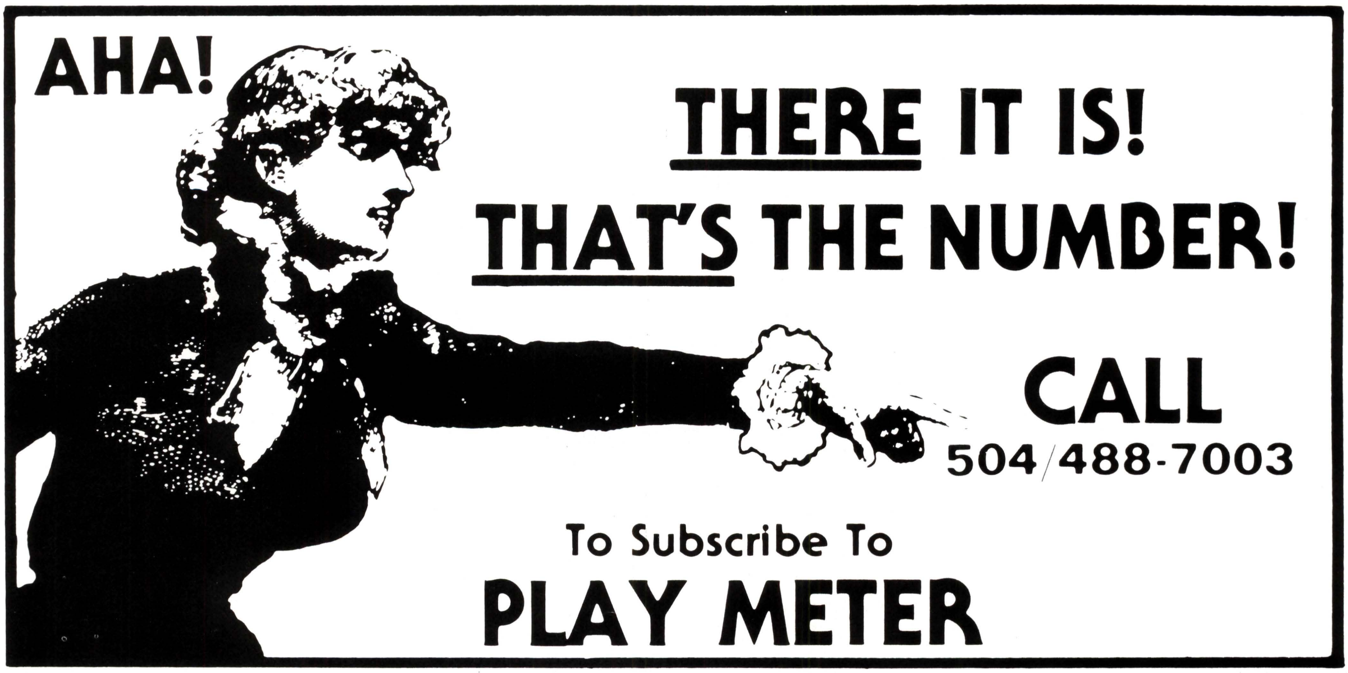
The advantages of token use for Rowland are found in his pocketbook, he quips. ''Token use has raised my income 50 percent. And that's not even with blockbuster games.''

Rowland is always careful about adjusting each game to fit the needs of the location and take token use into consideration. ''If a game gives the player three men for a quarter, the player is actually paying eight and a third cents for each life. I give my customers six tokens for a dollar but the games take two tokens. On some of the newer games if players gripe about the cost, I may add a life to the game so the player is still paying eight and a third cents for a life but I'm getting 33 and a third cents per game.''

Rowland added that about 20 percent of money collected from his coin changers is $5 bills. ''We offer 40 tokens for $5 which is 10 more than the customer would get by spending a dollar at a time. We have signs boldly stating the savings and we include an occasional red and blue token in the changer that the customer can redeem for extra tokens,'' Rowland added.

He also pointed out that modifying the coin mechanisms was a very minor expense. ''I modified some of them myself to accommodate a certain size token. For a different size I had to buy an inexpensive part called a cradle. However, it was not a major expense. I have had operators say that they don't want to have the expense of changing to tokens since it involves buying bill changers and some other minor expenses. However, what surprises me is the fact that even though they could conceivably raise collections by as much as 50 percent, it did not seem to matter,'' said Rowland.

But the added income did matter to Rowland and he recommends token use to any operator running an arcade. The increased collections and a bigger purchasing commitment from players all adds up to an idea worth looking into.



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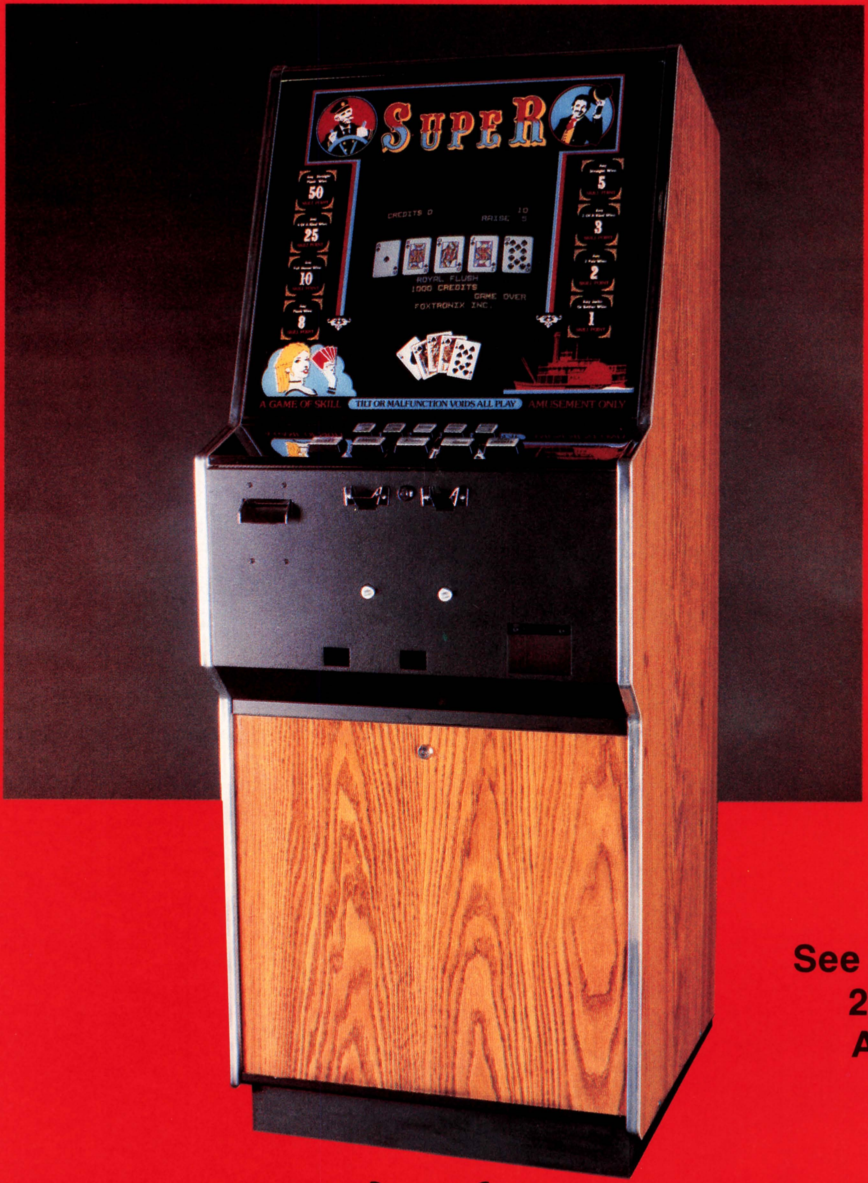
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Pennyland in 1947

[Sharon Harris and I were talking one day about the oldest arcade in America and she said she knew just the one. She sent these treasured photographs of Pennyland, an arcade that is still in business after 41 years. If you know of other old arcades, please let us know. We would love to print a picture and a history . . . V.C.]

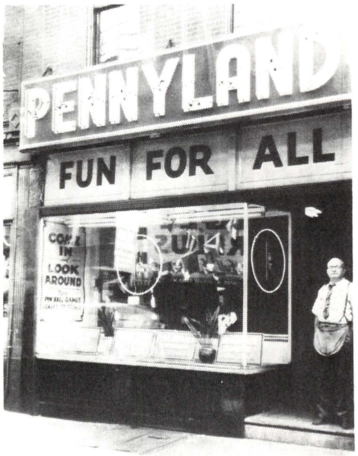
With World War II looming on the horizon, the prewar years were a threat and a struggle for most American families. Everyone did their share to put food on the table. When 17-year-old Stan Harris was offered $5 a week to move pinball machines for his cousin, he didn't have to think twice. The pinball industry was fairly new to Philadelphia and the games were considered gray-area until 1940 when the Pennsylvania Superior Court ruled them amusement devices for entertainment.

Stan's tenure with his cousin gave him the expertise he needed to go into partnership with General Coin Machine Distributors before being drafted. After returning from the war, Stan disolved his partnership and created Stan Harris & Co. While looking for a repair shop, he remembered that an arcade he had set up in 1942 next to a hamburger shop was for sale.

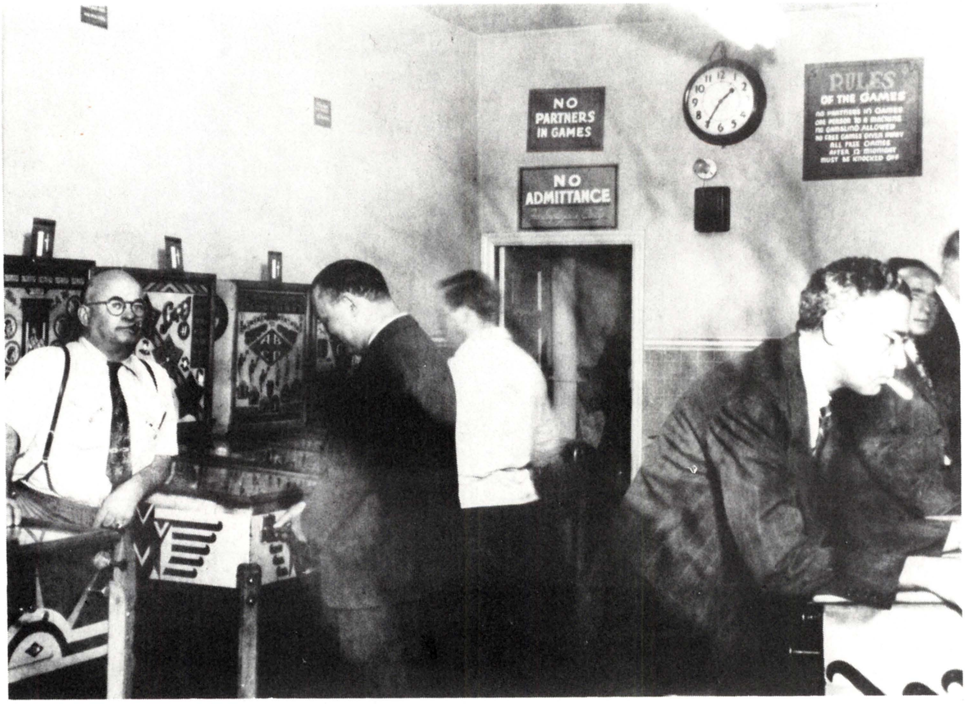
In June of 1946 Stan bought Pennyland for $3,000. He used the warehouse space in the back for his repair shop and had 25 games for customers in the front.

Although Stan Harris became one of the first operators in the area to put down permanent roots by customizing and renovating a 12,000 square foot building, Pennyland still operates today in the Kensington area of Philadelphia.

Stan's daughter Sharon sent us this picture of Pennyland taken in 1947. She said that the man shown is not her father but her grandfather, Louie, who she affectionately calls "quite the eccentric character." She also said that as a salesman, with his "schtick," he would put Bill Cravens a close second! ☐



Louie Harris (are you sure that's not Stan!!!) in front of Pennyland Arcade.



Pennyland in 1947. Louie Harris supervises the game room.

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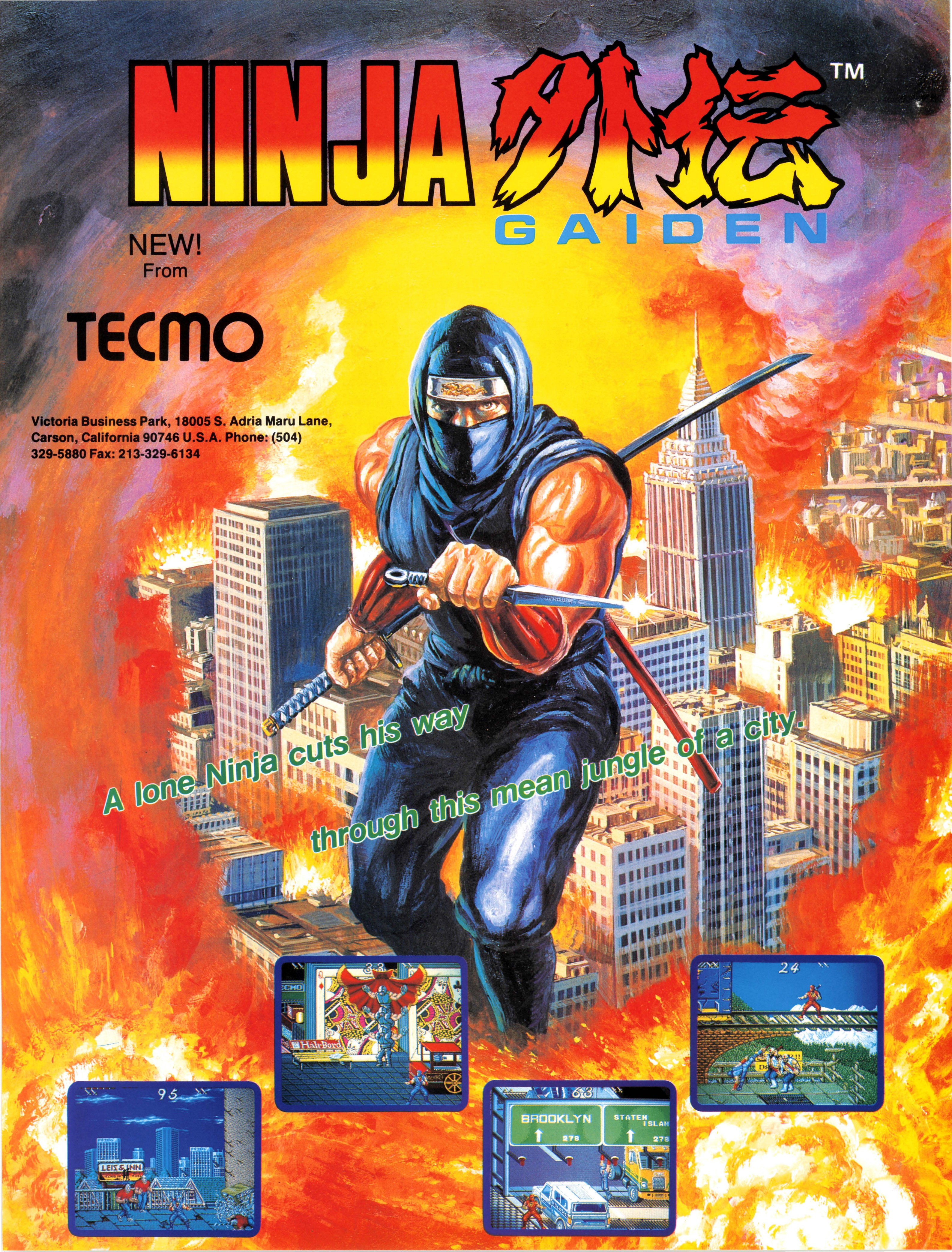
A lone Ninja cuts his way
through this mean jungle of a city.
BROOKLYN
278
STATEN ISLAN
278

PLAY METER

You are what you drive

by Todd Erickson

Coin machine operators may have lists of major expenses in their businesses but trucks would have to be at the top of every list. Moving games around on route is as hard on trucks as any other use. And the operator makes it even harder on his vehicle by overloading it. How many times have you seen a pickup truck going down the road with a full load of games and two on the tailgate? You'll probably say that you see it all the time!

Games are much more likely to get damaged in pickups than vans. Most pickup trucks built today are nothing more than glorified cars. These trucks can haul the loads but the brakes, transmission, and motor are overworked and that results in a much shorter life span. A truck in the shop means costly downtime. To make matters worse, how about the quality of many U.S. trucks. Last year I had a rust hole in my 1984 Chevy pickup caused by a plastic shield mounted under the fuel tank. The shield held dirt and moisture against the tank causing it to rust. Since the truck was three years old, General Motors explained that it had no obligation to repair the truck.

I feel GM has lost contact with the public when it can manufacture a truck with a fuel tank that rusts out in three years. My top of the line GM car needed a new transmission, main and rod bearings, and a water pump at 50,000 miles. I spent over $2,600 to repair a car with only 50,000 miles on it. This is not the quality we should get from an American car manufacturer but it seems to be what we expect.

With the co-operation I received from GM, I came to the conclusion that maybe I should look at other sources when I was ready to buy a new vehicle. I had been noticing that there were a number of imported diesel tilt cabs in use, so I decided that one might be ideal for a game route. However, deciding to try one was much easier than picking the right one. My research into which truck to buy took considerable time.

For nine months I talked to drivers of diesel tilt cabs. I talked to them in gas stations and anywhere else I ran across one. Many of the trucks, I surmised, were excellent and some I wouldn't even consider buying.

After exhaustive research and numerous conversations with truck owners, my final choice of trucks was an UD manufactured by Nissan.

I reached the conclusion that many problems with diesel trucks are caused from lack of maintenance. The oil and filter must be changed at specified intervals. The fuel filters must also be changed regularly. These factors all have a major effect on the performance of the truck. The right oil is also important. Diesels must use a CD or CE oil. In gasoline trucks you should use an SF or SG oil. The first letter simply designates use for diesel or gasoline engines. The higher the second letter, the better grade the oil. Some possibly may have a dual rating such as CDSF which could be used in either. I use a Phillips diesel oil in my trucks and am well pleased with it. I can't stress enough the importance of changing the oil regularly with a good oil. It's even more critical with a diesel engine.

> *This is not the quality we should get from an American car manufacturer but it seems to be what we expect.*

Our industry has many IVECO trucks currently in operation. Some owners are happy with the performance but many wish they had never seen one. Frank "The Crank" is one very dissatisfied owner. When his IVECO truck broke down for the last time, the frame bent while being towed back to the shop. The damage was about $3,500 to a truck not worth $3,500. I've seen several ads for IVECO trucks with less than 100,000 miles on them with new motors. That only tells me that something was severely wrong with the motor to begin with if it must be replaced so soon. When I buy a truck to use in my business, I expect a minimum of 200,000 miles and as much as 250,000 miles with no major problems or overhauls.

Brakes are another costly item for bigger trucks. Before buying any truck, it might be wise to check the cost of having the brakes replaced and how often it must be done.

My UD has exhaust brakes which extend the life of the conventional brakes. The exhaust brakes block the exhaust thereby picking up drag off the motor. Basically, it slows the truck without the wear on the conventional brakes. With careful driving utilizing the exhaust brake, I estimate the brakes will last up to 200,000 miles before having to be replaced. One operator I talked to had new brakes installed at 200,000 miles with no other major problems. He had bought his UD on the recommendation of a friend who had a small fleet of them and gave the truck a glowing reference.

Fuel economy is also important to me and most other operators. My UD gets around 14 MPG which is considerably better than my Ford six-cylinder pickup. I plan to put an air spoiler in the front of the box which should increase the fuel efficiency about two MPG.

Another feature is an 18-foot box which is just the right size for me. I have talked to other operators who prefer a 16-foot box. The box I chose is eight feet high inside. I wouldn't recommend anything under seven and a half feet high because of tall games and the TODCO overhead door that goes up inside the box. A six-foot high game on a two wheeler may take as much as seven feet clearance to lower it. The wooden floor will save much wear and tear on the games.

My truck came with a five speed

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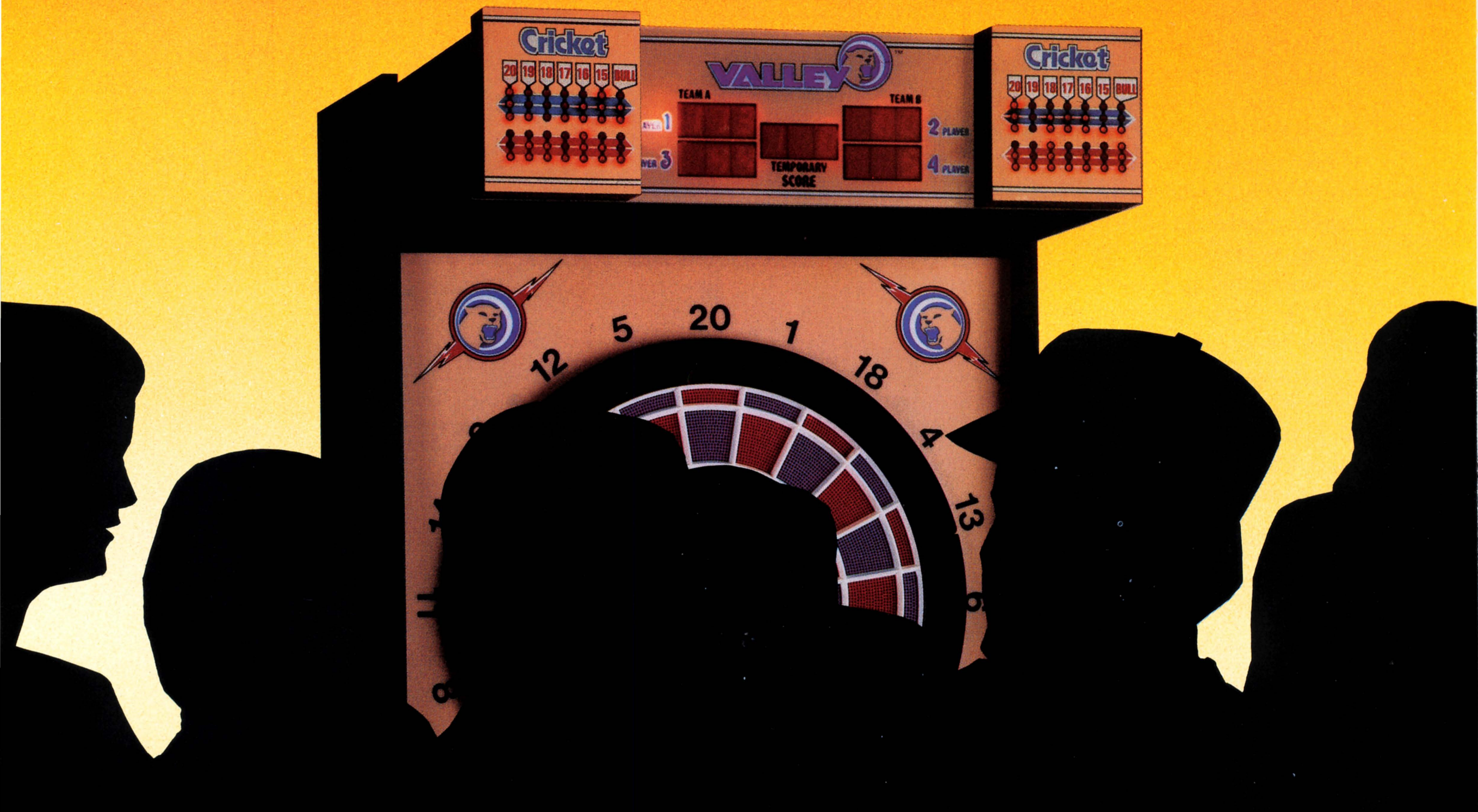
Cricket
20 19 18 17 16 15 BULL
VALLEY
TEAM A
TEAM B
1
3
2 PLAYER
4 PLAYER
TEMPORARY SCORE
Cricket
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5
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1
12
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transmission. Because of the 16-inch tires I would have preferred a six speed overdrive transmission. I think that would be a better choice. During the many times the truck is driven empty or half loaded the overdrive would be very effective.

My UD is 17,640 gross vehicle weight which is the smallest of their big trucks. The motor is a 423 cubic inch diesel which is more than adequate. The brakes are air-over hydraulic which gives you tremendous ease and exceptional power when applying the brakes. The clutch is also air-powered allowing you to push it in with ease. The seats lean back and are very comfortable. Although I did not get power door locks, the cab is so wide I wish I had them. The cab is a super cab so there is a lot of room behind the seats for tools or parts. The truck is built like a small semi.

The truck is so easy to drive my wife takes it to go shopping. One thing you won't find in many large trucks is the turning ratio on the UD. The truck will make a U-turn in the middle of some streets.

I put a value on having an excellent dealership nearby. I have an excellent one, Rihm Motors, five minutes from my shop. Without a good dealership that will stand behind what they sell, you may waste a lot of time trying to get minor things done. The Ford dealer near me wasn't even capable of balancing the tires on my new Ford pickup! Needless to say, I never went back to them.

International sells the UD under its own name. Many dealers will let you test drive a truck. I wouldn't have purchased the truck had I not had a test drive.

Other companies have had problems with vehicles besides GM. Taito has also had trouble with dash boards and steering wheels falling off its new 1988 CC. The glass in front of the dash can fall out when the dash is removed. But what can I say, the CC is manufactured in the U.S.A. We as a country must not let the Japanese consistently produce a better product. I feel it is a crime that the quality of our U.S. made cars and trucks compared to much of the foreign product is so pitiful. My UD is my first foreign truck. The biggest mistake I made in purchasing it is that I didn't do it several years ago.

The size of my sampling is not large enough to be gospel. I feel it is the responsibility of AMOA to do a truck/car survey as part of its survey. This could prevent someone like Frank from buying an IVECO. Many times additional information is handy on how long a box is good, BVW, etc. I would like to see if many operators are interested in this kind of information. If you are please contact Play Meter and AMOA. To buy a wrong $25,000 truck may be a waste of more than $25,000 with down time and frame repair. □

Leslie and the kids heading to the store!

The WAMO Fall Conference included a cocktail reception at the executive residence of Gov. Tommy Thompson. Pictured l to r: WAMO secretary/treasurer Mike Bohrer, AMOA president Wally Bohrer, Thompson, and new WAMO president Jim Stansfield Jr.

WAMO conference attracts governor

Seventy-one members of the Wisconsin Amusement and Music Operators (WAMO) met with Gov. Tommy Thompson at the governor's mansion as part of the 1988 Fall Conference, held in Madison on Sept. 22-24. He gave a brief welcoming speech to the members, praising them for their contribution to small business.

Other conference activities included a tour of the capital, plant tours of Modern Specialty Co. and Madison Coin Machine, panel discussions on legislative advocacy and other topics and an address from AMOA president and WAMO member Wally Bohrer.

At the Saturday evening banquet, Colleen Pawlowski and Ralph Fleege were presented plaques for outstanding service. She is an outgoing board member, he the outgoing president.

Cranes dispute settled in Florida

Crane operators in Hillsborough County, Fla., can rest easier after receiving a recent licensing scare. The Florida Amusement Vending Association (FAVA) had learned that the county's occupational licensing division was rejecting licenses for crane games. Threats of confiscation were allegedly made to operators who weren't in compliance by Oct. 1.

But a week later, FAVA's Kathy Fanning reported that the whole thing was a mixup, or so said county officials. The licensing division does not have stickers available for crane games; consequently, operators with these games on location will not be considered in violation by not having a sticker or permit on the machines. Those without these licenses do not have to worry about confiscation, Fanning said.

Merit expands dart tournament series

Merit Industries has started a new series of dart tournaments called the World Series of Darts, an expansion that will include 13 regional and at least five international tournaments. The domestic series encompasses virtually every region of the United States, with over $100,000 in cash and prizes up for grabs.

The World Series kicked off with the Second California Classic on Oct. 22 and 23 in San Diego. Other regionals scheduled for this year include Tennessee's Volunteer Open, Iowa's Quad Cities Miller Time Classic, Washington's Northwest Open, and Colorado's Rocky Mountain Classic.

Also, in an effort to assist operators and leagues in promoting dart tournaments, Merit has introduced "sanctioned tournaments." This will outline the responsibilities of both the operator and Merit, according to Glenn Remick, series director.

Danville proposes video ordinance

An ordinance has been proposed in Danville, Va., that would require minors under 16 to wear picture identification badges when playing video games, an idea that has sparked debate in the city. The Danville Youth Commission will hold judgment on the matter until later this fall.

The city council had considered the ordinance earlier this summer but referred it to the youth commission for a recommendation.

Currently, operators of video entertainment centers are required to make sure minors under 16 have written permission from their parents or legal guardians. But many operators say this present ordinance is difficult for them to enforce; making children wear badges with notarized signatures from their parents could seriously affect their business, many operators feel.

Atari gives notice to the industry

Atari Games Corp. holds a patent for a "Multi-player, multi-character cooperative play video game with independent player entry and departure," and the rest of the industry has been put on notice as to this fact, according to Dennis Wood, Atari senior vice president.

Any game either in a coin-op or a consumer format which has any of the following elements would infringe Atari's patent, unless a license is obtained from Atari Games: 1) independent player entry and departure, coupled with encouraged player cooperation or competition; 2) a multi-level maze populated by attributes affecting entities and limited resources and a time-varying and damage-varying health attribute for each player's character; 3) No character can leave the bounds of the displayed portions of the maze; and 4) the displayed portion of the "window" of the maze cannot move until the positions of all the characters change such that the window can be moved while still encompassing all the characters.

"It is our understanding that other manufacturers may be using this feature, which violates our patent," Wood said. "If they think they are infringing on our patent, they should talk to us first, rather than Atari having to go challenge them. Those designing games with the feature should consult us about obtaining a license. We want to be paid if people decide to use the feature; that's the purpose of having a patent."

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Atari's *Gauntlet* was the first game to offer the above-mentioned features in 1985.

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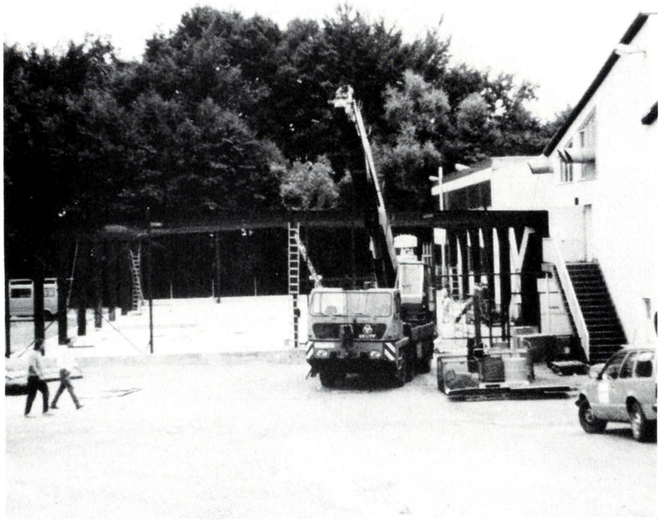
Happ Controls' new facilities.

Happ Controls moves to larger facilities

Happ Controls, manufacturers of electronic controls and the Competition Pro Joystick, has tripled its manufacturing and production facilities by moving to a new larger plant. Besides having three times the area, Happ Controls will double the number of employees and continue to do research and development as its product line expands.

The plant will relocate to 1251 Pagni Rd. in Elk Grove, Ill., 60007; the telephone and FAX numbers remain unchanged (312/593-6130; 312/593-6137). For the latest catalog, or to arrange a visit at the firm's new headquarters, contact Happ Controls at the previously mentioned address or phone numbers.



The new production hall in Hullhorst, Germany, part of Wurlitzer's latest expansion.

Deutsche Wurlitzer buys Rayco Tool

Effective July 14, Deutsche Wurlitzer GmbH bought the business of Rayco Tool & Die in New York, which will now operate under the name Nelson International, Vending and Music Inc.

The company will continue its activities as a wholly-owned subsidiary of the West German firm. Sidney Friedman has been appointed president; he joined the company after many years of experience in the American vending industry.

Apart from expanding the existing business as manufacturer of specialized metal parts and tools, the new company will plan the production and assembly of vending machines for the North American market.

Nightclub, Bar and Restaurant Expo set

The national Nightclub, Bar and Restaurant Expo, to be held on Jan. 16-17 at the Georgia International Convention Center, is expected to attract club and restaurant executives from across the nation. Sponsored by Nightclub and Bar Magazine, the expo features seminars, workshops, and exhibits of products and services utilized in the hospitality industry.

This will be the fifth such show produced in a series that has included Las Vegas, Atlantic City and Atlanta as sites. ''Our program will include nationally recognized speakers on a variety of subjects, ranging from concept development and design to food and beverage service, lighting and sound,'' said publisher Dr. Ed Meek. There will also be exhibits from product manufacturers from across the U.S., as well as Europe, the Orient, and South America, he added.

The Atlanta expo will highlight new trends in design, marketing, and concept development, Meek said. For more information, write Nightclub, Bar and Restaurant Expo, 305 W. Jackson Ave., Oxford, Miss. 38655; (601) 236-5510 or FAX (601) 236-5541.

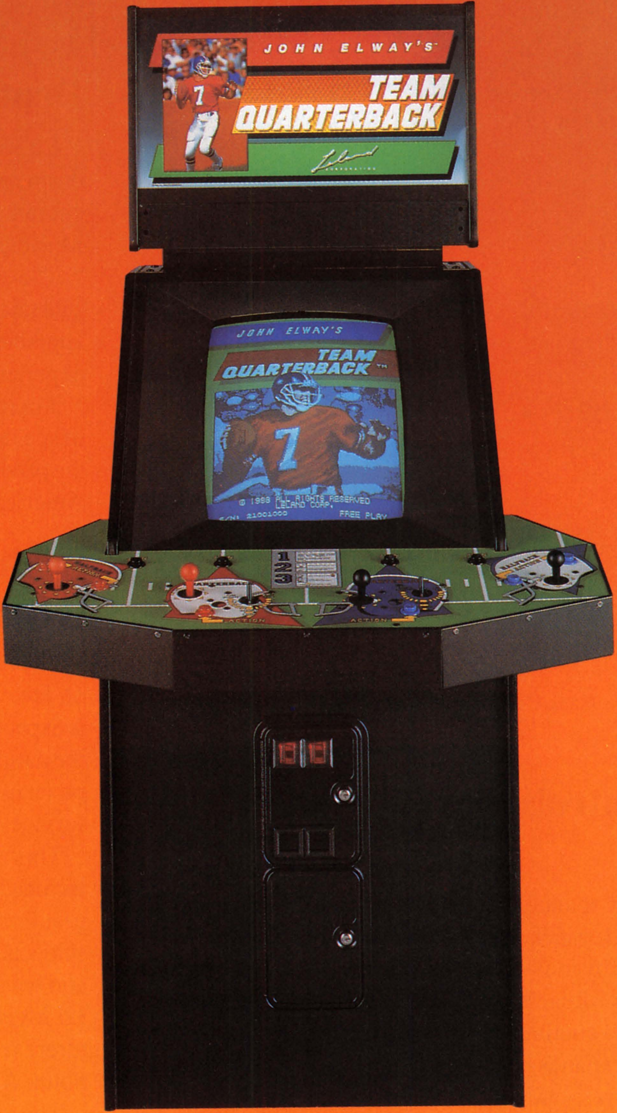
Nationwide appoints Johnson financial chief

National Vending Services, Inc., a vending management firm based in Upland, California, announced the appointment of Victor R. Johnson as vice president of finance and administration/controller.

''Mr. Johnson is an English-born and educated management accountant with over 25 years of diverse experience in industry and commerce in England, Central Africa, Bermuda and North America,'' said Fred Pollak, founder/chairman of the company. ''This experience encompasses general management and all aspects of financial and management accounting, management information, organization and methods analysis, systems development, strategic planning, capital expenditure appraisal and financial reporting.''

Nationwide Vending Services provides vending management and accountability systems for major national and regional chain organizations in the health care, hospitality, restaurant, retail and transportation fields. The company utilizes an operator/affiliate

John Elway's


JOHN ELWAY'S
TEAM QUARTERBACK
JOHN ELWAY'S
TEAM QUARTERBACK ™
7
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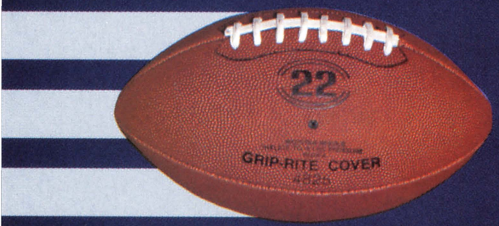
LELAND CORP.
FREE PLAY
ACTION
ACTION

Team Leland U.S.A.

TEAM QUA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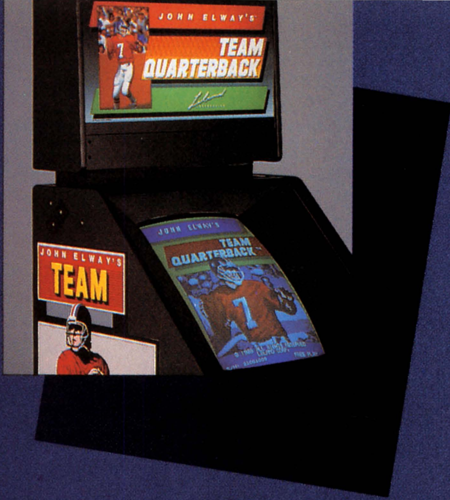
GRIP-RITE COVER
4825


JOHN ELWAY'S
TEAM
QUARTERBACK
JOHN ELWAY'S
TEAM

Walk up to it,

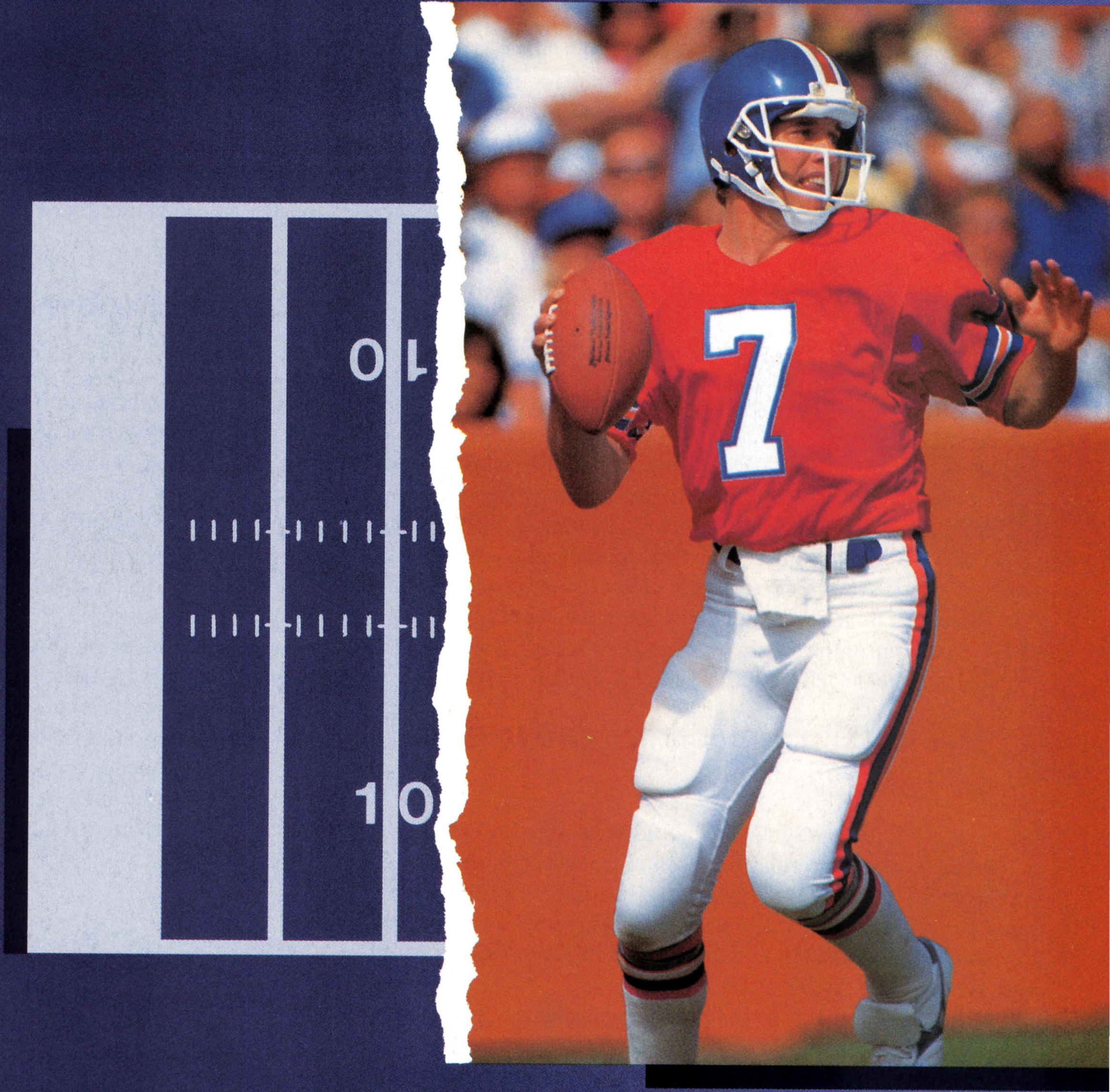
drop in a coin...

watch all hell break

loose. Whoever said

it's just a game better

take a closer look.



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RTERBACK

network, which now includes over 1,800 local and national vending organizations.

Nintendo suing Camerica Ltd.

Nintendo of America, following an unfavorable district court ruling on a request for a preliminary injunction, indicated that it will proceed to a full early hearing on its lawsuit against Camerica Ltd. for trade dress infringement.

Nintendo Vice President Peter Main said, "Nintendo disagrees with the court's conclusions on this preliminary application. While (the judge's) ruling will not stop Camerica from marketing its *Freedom Stick*, we expect our concerns to be vindicated at a full trial on the merits of the case."

Further, Main said, the judge has established a schedule for an early trial on the matter. "It is important for us to protect the image associated with Nintendo, which is why this suit is necessary," he continued. "We believe the consumer could be confused by the appearance of Camerica's product and any subsequent advertising, in such a way that the consumer could associate Camerica's product with our own. We believe this confusion could be harmful to the relationship which Nintendo has developed with its consumers."

Showcase moves to larger facilities

Showcase Inc. has moved to new and larger facilities in order to expand production for its new line of games. The facilities have approximately 15,000 square feet with nine loading docks.

The lineup of games includes the all-new *Action Lotto*, a player interaction lottery game; the new generation, single-player *Quicksilver*, a pachinko-styled coin pusher; two models of the two-player gravity, self-stocking *Crown Jewels* rotary merchandiser; and three models of Showcase crane games.

For more information, contact Ron Yaffe, 2153 10th St., Sarasota, FL 34237; (800) 642-7263 or (813) 366-1133.

104 jukebox operators entitled to rebates

In April 1985, ASCAP, BMI, SESAC and the AMOA reached an agreement concerning the jukebox compulsory license, which provided for a rebate of compulsory license fees paid by jukebox operators. The intent of this rebate was to achieve a better compliance by operators in registering their jukeboxes, in accordance with U.S. copyright law.

For 1986, the rebate was $10 for each jukebox registered by March 31, 1986. The 1986 rebate was forwarded to all eligible jukebox operators on Feb. 16, 1986; it totalled $722,910. But some rebates were not deliverable to the proper parties, specifically, 104 of them.

Those who haven't received a check and feel entitled to one should contact William R. Lee, ASCAP, One Lincoln Plaza, New York, NY 10023 with the following: 1) a photocopy of the canceled check or bank receipt for the original payment of the 1986 compulsory fees; 2) if this information is not available, a photocopy of the operator's 1986 application to the U.S. Copyright Office for jukebox certificates; 3) the current address to which the rebate should be re-sent.

This information should be accompanied by a cover letter on the operator's letterhead. The 1986 jukebox rebate bank account will be closed on Nov. 2; any operators who have yet to cash their rebate checks should do so immediately.

Connor joins Kramer

Doug Connor has joined Kramer Manufacturing of Lakewood, N.J. as national field sales representative. He is a familiar face in the industry, having attended many coin-op events in his former position as national sales manager for Gamemasters of Norcross, Ga.

Connor commented: "I'm really excited about the Kramer line, especially the four-player *Superstar Basketball* game that is gaining in popularity and the *Super Skill Dozer* rotary merchandiser."

He will be based in Atlanta and can be reached through Kramer's headquarters at (800) 631-2126.

New Jersey observes jukebox's birthday

Back in San Francisco in 1889, a coin slot was added to one of Thomas Edison's wax cylinder phonograph machines. The resultant creation was called "The Nickel in the Slot." Now, nearly a century later, the jukebox is still going strong. The Amusement and Music Operators Association of New Jersey (AMOANJ) threw a 100th birthday bash for the jukebox on Oct. 26 at the Edison National Historic Site in West Orange to commemorate the occasion.

At the party, historian Charlie Hummel displayed the many jukeboxes that have appeared on the scene in the past 100 years. Included in that number were the more modern jukeboxes, such as those incorporating video and compact discs. Edison's laboratory was opened for a tour by interested attendees.

Those at the party felt fortunate to be there. As someone commented, "How many 100th birthday parties have you attended?"

Snyder and Associates appoints Prowler

Steve Prowler, who served for four years as music and games editor at *Vending Times Magazine*, has been named special projects coordinator with Bob Snyder and Associates Inc.

In this newly-created position, Prowler will be responsible for writing and editing reports, proposals, game evaluations, articles, and other published materials. He will also attend trade shows and assist Snyder in the preparation of seminars and workshops.

Prowler's editorial experience includes such publications as *NC ShopOwner, World Industrial Reporter, Beverage World* and *Amusement Business*.

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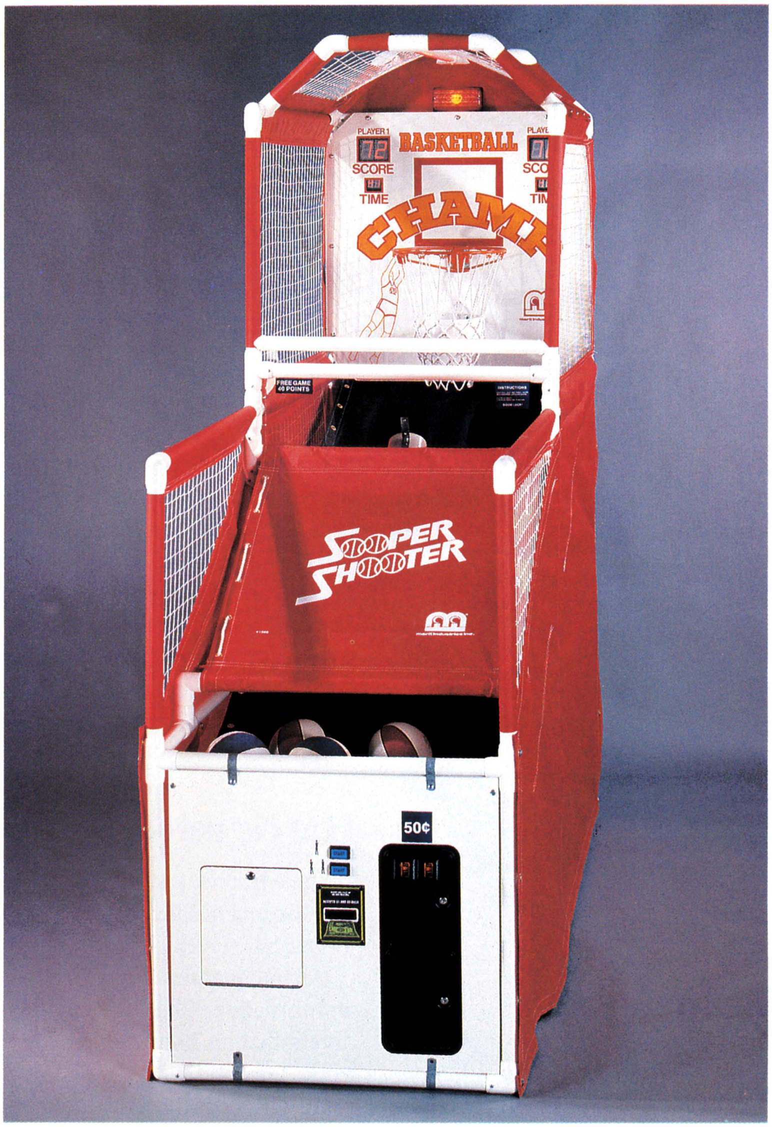
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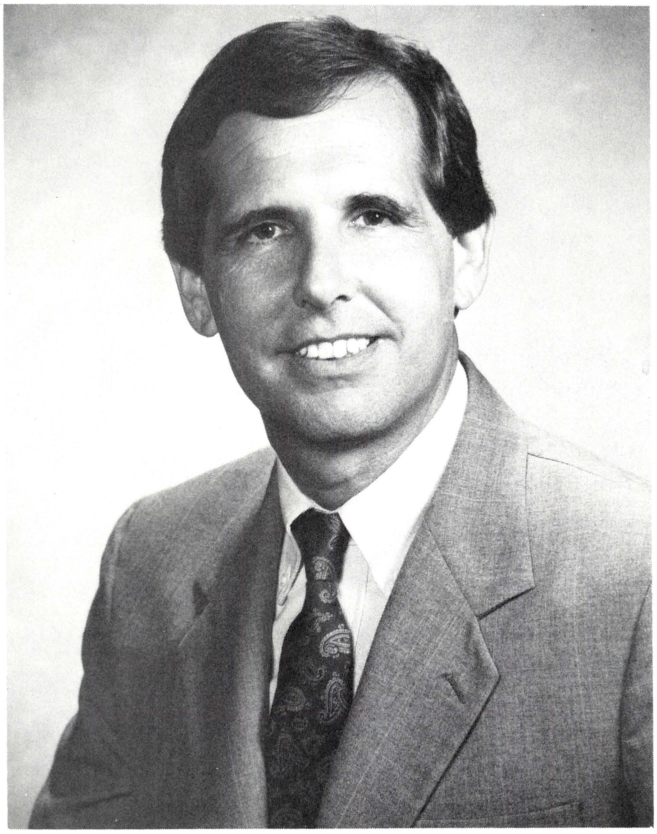
Capcom to release games for home use

Capcom U.S.A., Inc. is scheduling a fall release for home use for two of its adventure/fantasy arcade games: *Bionic Commando* and *Street Fighter*. According to Joe Morici, Capcom vice president of sales and marketing, both games were so popular that Capcom redesigned them for home use. Each is suitable for pre-teens to adults.

In addition to action games, Capcom is introducing a line of home video games designed for younger children and family play. The first offering, *Mickey Mousecapade*, is licensed through the Walt Disney Company and will be available soon for the Nintendo Entertainment System. Capcom has also signed a licensing agreement with Lucasfilm Ltd. to design and manufacture a video game based on the movie "Willow."



Louis Aresco

Aresco named sales manager for Veryfine

New England Apple Products Co. Inc., maker of Veryfine Fruit Juices and Drinks, has added Louis Aresco Jr. as its national sales manager. He will handle the national sales manager duties of the newly-created food service division.

Aresco brings 21 years of experience in food service sales to Veryfine, having worked most recently for Nutri-Cheese Co. Prior to that, he worked with Fisher Cheese Co. as the regional sales manager for seven-and-a-half years.

The braintrust behind Lacaille Amusements, l to r: Robert Parisien, vice president in charge of planning and client services; Lucie Lacaille, in charge of the Lanjeu Division; Michelle Lacaille, in charge of accounting; Gilles Lacaille, president; and Lacaille's mother Madeleine, company treasurer and comptroller.

Lacaille Amusements opens family center

Lacaille Amusements Inc. has opened its fourth Lanjeu family amusement center, this one being located at the Galeries Saint-Laurent. According to President Gilles Lacaille, "Many game locations are shabby and ill-run, giving the industry a bad reputation. The industry should be more professional in all respects. We feel strongly about this and do everything we can to be, or appear to be, in that category."

He believes these family amusement centers are here to stay, as they cater to all types of people: young and old, married and single. The four Lanjeu centers are located in shopping malls, with bright lighting and good ventilation. Also, in cooperation with the police department, Lanjeu has set up a special conduct code to eliminate bad language and solicitation.

Harris relocates to Chicago area

Steve Harris, known industry-wide for his Play Meter game reviews and the development of the U.S. National Video Game Team, has relocated from California to Illinois.

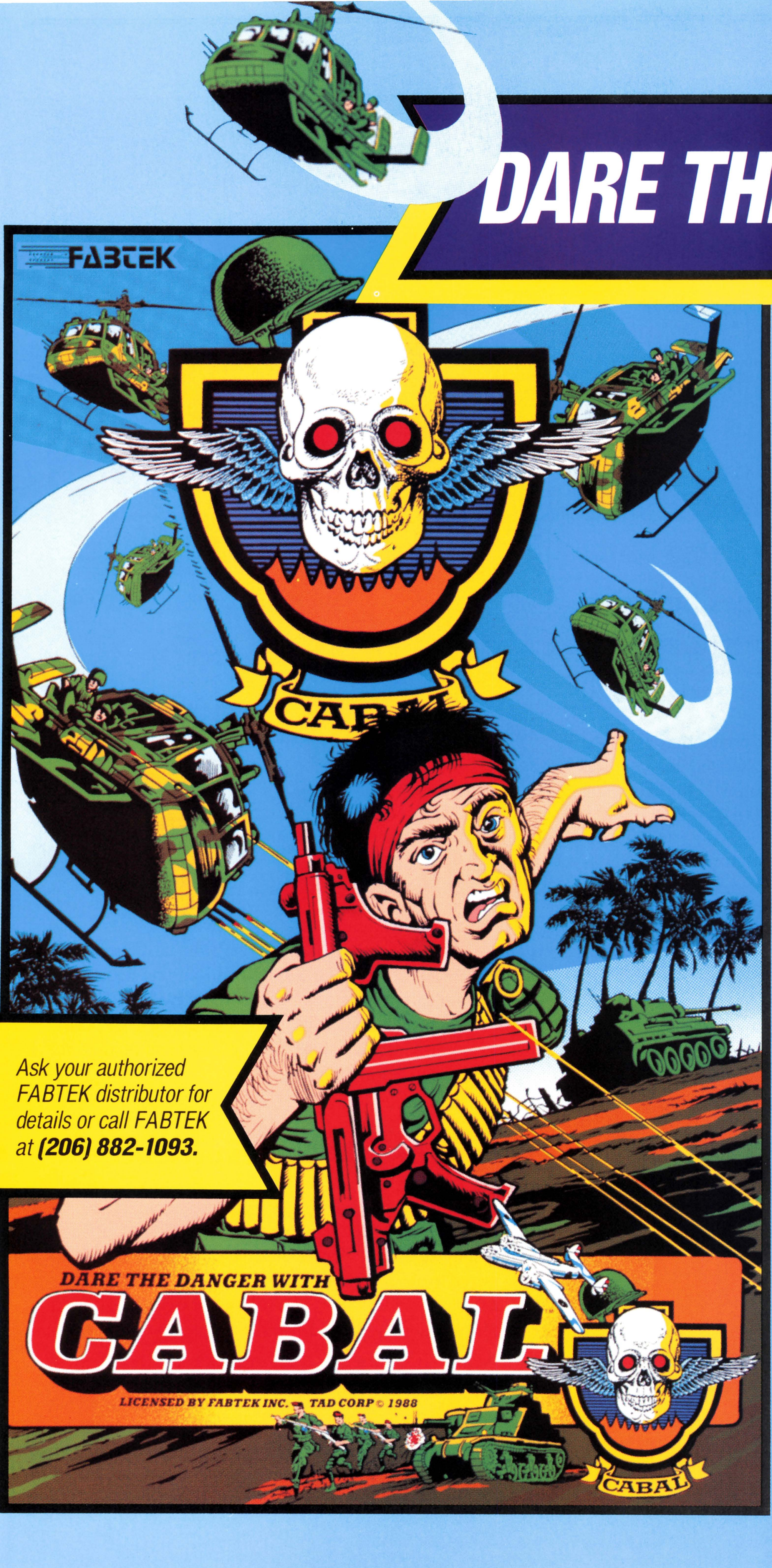
Harris continues to travel to coin-op events in the United States and abroad seeking out the latest innovative equipment. He has diversified his interests and started his own publication, Electronic Game Player, introduced earlier this year.

He will focus most of his attention on the magazine at present although still involved with the game team. Jim Jung now heads the game team activities.

Anyone wishing to contact Harris may call him at (312) 968-4728 or write 5801 Oakwood Drive, Apt. E, Lisle, IL 60532.

Congratulations are in order to Steve and his bride, Sherri, who married on Sept. 2.

DARE THE DANGER



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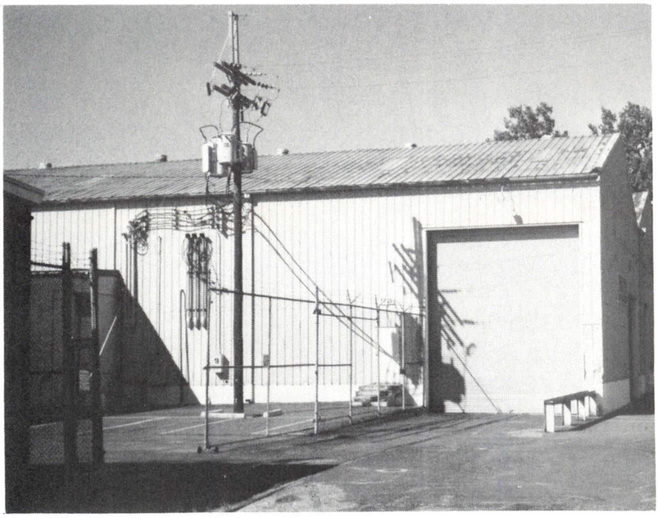
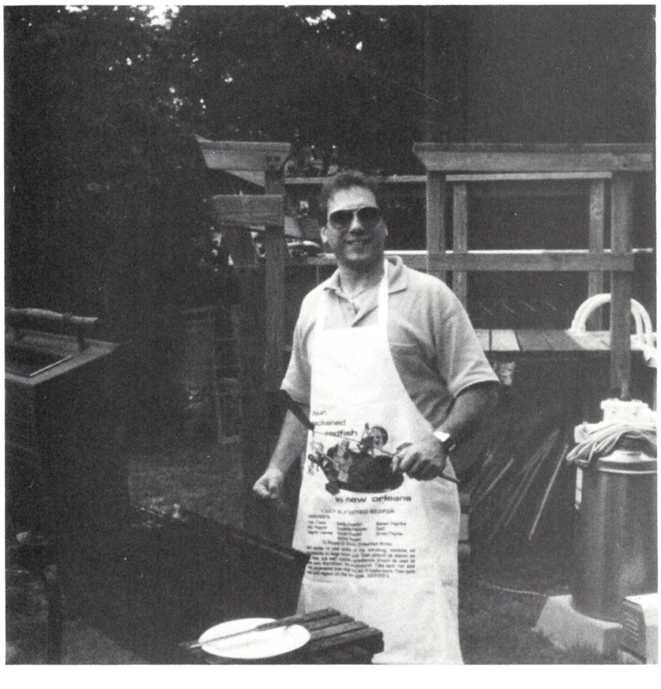


New office and warehouse for Mardi Gras Plush.

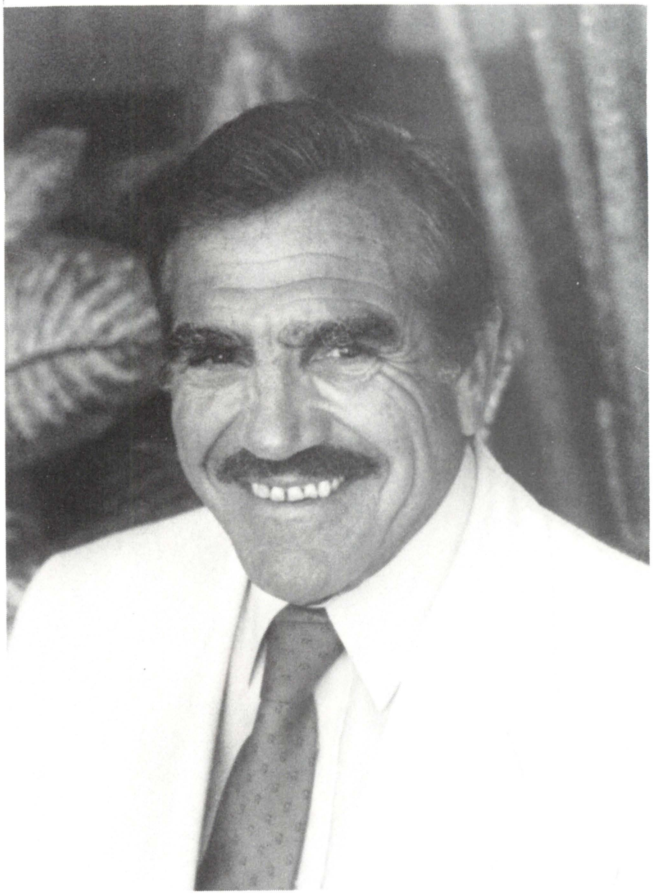
Mardi Gras Plush enlarges facilities

Mimi Kiene of Mardi Gras Plush has moved company operations to a new office and warehouse in Metairie, La. The facility is 45,000 square feet, more than triple the size of the former location.

The new site houses the pre-pack production line and warehouse space for plush, novelty, X-rated novelty and jewelry. The address is 3720 Robertson St., Metairie, La. 70121. Mrs. Kiene can be reached at (800) 443-9918 or (504) 837-7035.



Move over, Cajun chefs, and make room for our own Jim Pietrangelo of SMS Manufacturing, pictured here preparing his special recipe for blackened redfish (and grilled to perfection we might add). Jim was snapped recently wearing what else?—a Cajun recipe apron, of course!



Bert Betti

Betti to be honored at ACME

The American Amusement Machine Charitable Foundation will honor Bert Betti of Betti Industries at its annual dinner as part of ACME Expo '89, to be held at Bally's Reno on Feb. 23.

A program saluting Betti is being written by Play Meter's Valerie Cognevich. She asks that if any of his old industry friends have stories or anecdotes about Bert, please send them to the magazine or stop her at the show.

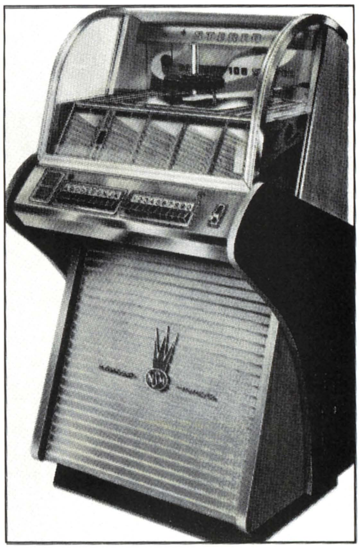
Seeburg's shipments experience big jump

The first two months of Seeburg's fiscal year, July and August, showed a 56 percent leap in the company's shipments as compared to the same period last year. President Nick Hindman attributes the rise to Seeburg's recent $30 million lease/purchase program and "two solid years of revenue-producing performance."

In addition, Seeburg will double the monthly production of its all-CD "Classic Jukebox" this fall. Hindman says the model has a six- to eight-week backlog, "which is a nice problem for Seeburg but doesn't help an operator's immediate needs." By AMOA show time, the company will release its second "Hot Hits" disc, which holds 15 of the top 50 chart hits on a single CD.

A whole family of coin-op enthusiasts will be coming of age soon at the home of Konami's Frank Bundra, father of six. Our own Valerie Cognevich dined with the Bundra clan a short time ago and said it was one of the best dinners with the best company ever. Valerie has three daughters and one son. The young Bundras, l to r: Matthew, Erin, twins Ryan and Nicholas, toddler twins Joshua and Kyle.

This time Steve Harris isn't wearing the white jumpsuit of the U.S. Video Game Team but white tie and tails for his Sept. 2 wedding to his bride Sherri. The couple will reside in Lisle, Ill., a suburb of Chicago.



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Other selections within the magic Top Ten that year included "Rock-In Robin" by Bobby Day, "Sweet Little Sixteen" by Chuck Berry, "Splish Splash" by Bobby Darin, and "Tears on My Pillow" by Little Anthony and the Imperials.

Chuck Berry scored big with "Johnny B. Goode" while The Chantels made memories with "Maybe." Sitting still was difficult after hearing Bobby Freeman's "Do You Wanna Dance" and Little Richard's "Good Golly, Miss Molly." Jimmy Clanton touched teen hearts with "Just a Dream" as did The Monotones with "Book of Love."

NEWS FEATURE

Olympians play games before quest for Seoul gold

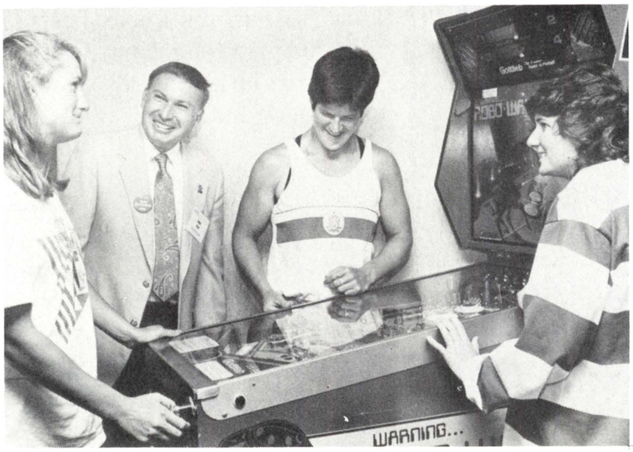
Swimmer Matt Biondi, winner of five gold medals, tries his hand at Leland's *Team Quarterback*. A fellow Olympic swimmer looks on.

Los Angeles Mayor Tom Bradley gets some tips from Bob Fay before breaking up the balls on a game room pool table.

The Los Angeles Airport Hilton served as a makeshift mini-arcade for the 1988 U.S. Olympic team and staff before their departure for Seoul, South Korea. Sponsored by the American Amusement Machine Association (AAMA) and the Amusement and Music Operators Association (AMOA), the game room in the San Lorenzo Room entertained the contingent during their three weeks of final processing.

The room was officially opened at a ribbon-cutting ceremony on Aug. 27 and remained so until Sept. 9. The equipment was coordinated by Los Angeles distributors Ira Bettelman of C.A. Robinson and Peter Betti of Betson Pacific. It was set on "free play" throughout.

AAMA Executive Vice President Bob Fay said, "I am happy to see everyone having such a good time with the equipment. I definitely see this as a terrific way for our athletes to relax before the intense competition they will face in Seoul."



Bob Fay talks with some of our Olympians while they enjoy playing the pinball *Robo War* by Gottlieb/Premier.

AAMA
USA
AMOA

At the ribbon-cutting ceremony, l to r: Mike Robinson, Joyce Kaehler Bob Berland, Clyde Knupp, Mary Meagher, Naim Hasan, Bob Fay, and an Olympic official.

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MICHIGAN

The city council of Dearborn Heights has amended an ordinance that would make ''claw'' or crane-type games legal. A bill legalizing the game statewide has been passed by the state House of Representatives; it is pending approval by the Senate when it convenes for its fall session. Local vending machine owner Mike Devore said he believes the claw was accidentally included in the 1969 ordinance that prohibited gambling devices in Dearborn Heights. It's main target was slot and poker machines that returned money to winning players.

The current amendment says that gambling devices remain illegal, but the claw is excepted. Trophies and scholarships are permissible for league or tournament play. Game owners must secure a permit, and prizes in the claw machines are limited to a maximum value of $3.50 wholesale.

NEW JERSEY

The Board of Commissioners in North Bergen has settled a lawsuit against the township by Betson Entertainment Systems by reducing the licensing fees charged for video games. Ordinarily the township charges $75 for each game, up to 10 machines, and $50 for each additional game. In the settlement, the township agreed to charge Betson $50 each on the first 10 machines and $20 for each additional game. Commissioner Nicholas J. Sacco said the higher fees remain in effect for any other video game parlors.

NEW YORK

The 1989 Annual Meeting and Trade Show for the New York State Coin Machine Association (NYSCMA) may be somewhat different from the past. Since its inception, the show has been held at the Turf Inn in Albany; two years ago, the association elected to hold its annual meeting in conjunction with the trade show. Present plans call for an expanded effort in all areas of activity.

NYSCMA is working with the New York City Music and Amusement Association to combine their annual meeting with those of the New York State Association and the Amusement and Music Operators of New Jersey. There are also plans to make the trade show a joint effort of the three associations.

In other New York news, the bill to correct legislation enacted in 1987 which required operators to pay a $1,500 wholesaler's fee is now on Gov. Mario Cuomo's desk.

OHIO

A bill proposed by Ohio Rep. Thomas Luken, which would ban the sale of cigarettes in vending machines, has passed out of the House Subcommittee on Transportation, Tourism, and Hazardous Material and is now before the House Committee on Health. The Ohio Coin Machine Association (OCMA) is vehemently opposed to this legislation, which would also require a fifth warning label calling cigarettes ''addictive'' and eliminate the federal pre-emption on warning labels. This would allow states and localities to impose their own requirements.

Rep. Henry Waxman of California, chairman of the House Committee on Health, scheduled hearings on the bill on Sept. 11-13. No action is expected to be taken on the matter until after the presidential elections in November.

PENNSYLVANIA

The Pennsylvania Amusement and Music Machine Association (PAMMA) is keeping a close eye on a potentially troublesome aspect of local tax reform: possible video gaming machine taxes and amusement or admittance taxes for video gaming machine centers.

House Bill 9 would repeal the Local Tax Enabling Act of 1965; in doing so it contains references to amusement and admittance taxes. For example, section 531 provides that a tax on places of amusement may be imposed by a municipality (all towns, boroughs, etc. except for Philadelphia) at a rate not to exceed 10 percent. Section 538, however, permits a school district (all except the Philadelphia School District) which had such a tax prior to Dec. 31, 1987, to continue to impose the tax at the rate in existence on that date.

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American Technos and Romstar support the efforts of the AAMA and the FBI in its anti-drug campaign. The **"Winners Don't Use Drugs"** *message will appear in all* ***legitimate*** *versions of* **Double Dragon II: The Revenge.**

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British study shows arcades not harmful

by David Snook

The pressure's off Great Britain's 2,000 static amusement arcades and 400 traveling arcades, following a government report on whether the games in the arcades have a harmful affect on players, particularly youngsters.

Like the United States, Britain's media has for several years taken an aggressive stance toward amusement centers and their affect on teenagers and younger children. Small but vociferous minority groups have combined to pressure the Thatcher government to bring out new legislation for forceful control of the nation's arcades.

The trade, backed by the well-organized British Amusement Catering Trades Association (BACTA), has fought off the attacks with the expensive aid of top-quality public relations consultants.

The arcades business in the United Kingdom controls around 150,000 pieces of equipment and is split into three distinct sections. The inland amusement arcades contain a higher proportion of low-payout slots than pure amusement machines, and they attract mainly adults. About 1,200 arcades are based at the seaside in holiday resort areas and contain a much smaller number of slots, while the traveling amusement arcades on fairgounds (carnivals)

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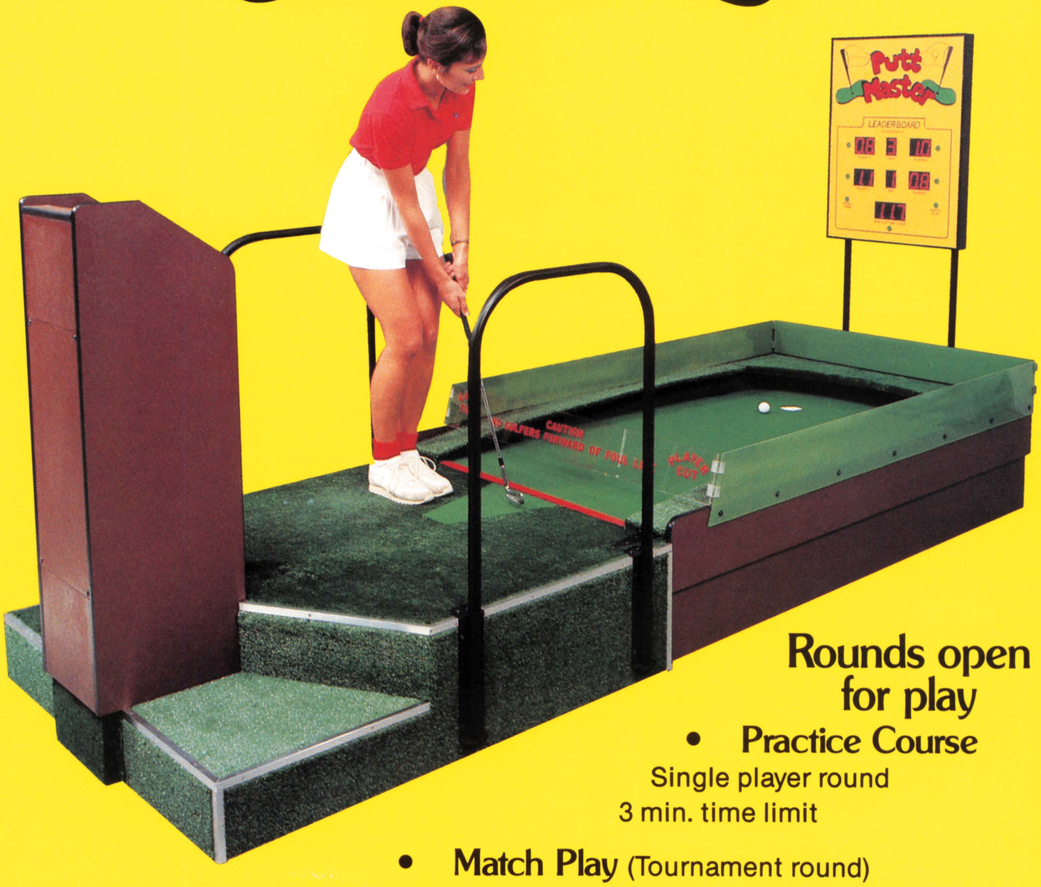

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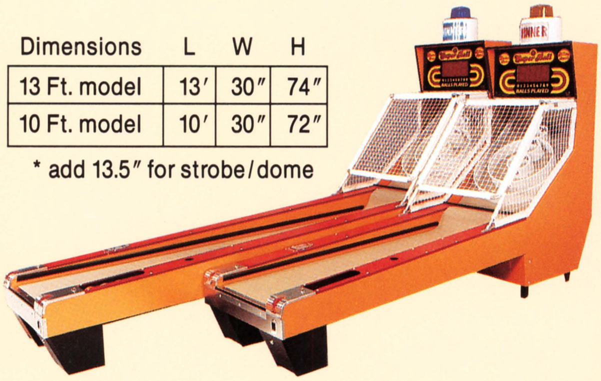

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have a roughly even split.

The British gaming laws demand no minimum age requirement for admission to arcades. It is in this area that the maximum opposition has been directed. The attacks maintain that 1) video games are addictive and harmful and/or that slot machines introduce children to gambling, and 2) that for both types of games, youngsters turn to crime to feed their habit.

BACTA has maintained for years that arcades are not addictive in any way; also, it says that those highly publicized examples of addiction represent such a tiny minority that legislation would not be justified.

And the trade association has been proven totally correct. The British government's Home Office, the department responsible for internal affairs, commissioned its own research unit to carry out an exhaustive investigation into the allegations made about amusement arcades. Its findings are of considerable significance because much of it was devoted to the affect of video games on youngsters. What is true of the United Kingdom might equally be true of the United States.

John Patten, secretary of state for the Home Department, reported to the House of Commons that the survey indicated no evidence of dependency among young people and no connection between playing machines and delinquency. Patten proposed a number of counseling steps in relation to the minority with a dependency problem.

The report, entitled *Home Office Research Study No. 101 Amusement Machines: Dependency and Delinquency*, was published by Her Majesty's Stationery Office. It sets out many arguments in relation to video games in particular which may be very interesting to readers in the United States facing similar media or governmental opposition to arcades.

In part the report stated, ''Increasingly, concern is being expressed about the possibility that a minority of young players are at risk of becoming dependent upon the machines, and that some young players might also be drawn into other forms of dependency and various forms of delinquent activities to finance their dependence. This study has been designed as a preliminary investigation into the prevalence and character of amusement machine playing by young people under 16, with a view to establishing the existence or otherwise of a significant social problem requiring legislation.''

The report investigated the allegations made by the various opposition groups in their own submissions to the Home Office, supporting their call for a minimum age requirement for entry into arcades, as well as sweeping powers for local councils to ban arcades or to limit their frequency and opening hours.

Most of the opposition's arguments were found wanting by the research unit, mostly because the surveys in them were inexpertly based, the questions posed were phrased in such a way as to give the kind of response the interviewers favored, or that the findings were in other ways suspect.

The research unit used its own questionnaire survey on a national random sampling of nearly 2,000 children aged 10 to 16 in England and Wales, taken over three separate times during 1987 and using 56 different geographic sampling points. In addition, a study of four groups of regular users and two groups of occasional or non-users was undertaken. It defined regular users as children who play video machines more than once a week and/or spend more than $1.70 per week and/or play for more than one hour in any one session. Occasional users played less than once a week.

In-depth interviews were conducted and supplemented by self-completed diaries by some of the children. The research unit also took into account a separate investigation by the Gaming Board, which runs all of Britain's gambling and has slot machines under its eye.

From the sampling of 1,946 children between 10 and 16 (49 percent male, 51 percent female), almost four in ten admitted to having spent money in the previous month on slot/video machines. The findings showed that boys were most likely to have spent money on video machines than girls, and that 17 percent spent money only on video games.

The survey sought to discover whether video game players play alone or with others—a deliberate line of questioning in response to much of the adverse publicity that often quoted ''lone addicts.'' Just over two-thirds usually played with friends and about 20 percent on their own. According to the survey, ''There were no striking variations on this pattern in terms of class background. Those living in London and urban areas in general were less likely to play with others (60 and 58 percent, respectively), while those from seaside resorts were the most likely to play with others.

''There were some interesting variations in terms of age and sex. Males, especially young males, were more likely to play on their own than females. Twenty-four percent of the males usually played on their own, while only 17 percent of the females preferred playing alone. Older females aged 14 to 16 were most likely to play with others, while the ''lone'' player was most likely to be a young male living in an urban area.

''Approximately 10 percent usually played with a parent, and a further 10 percent with brothers and/or sisters. Ten percent of the girls and three percent of the boys stated that they usually played with a friend of the opposite sex, with as many as 18 percent of the older girls preferring to play with a boyfriend.''

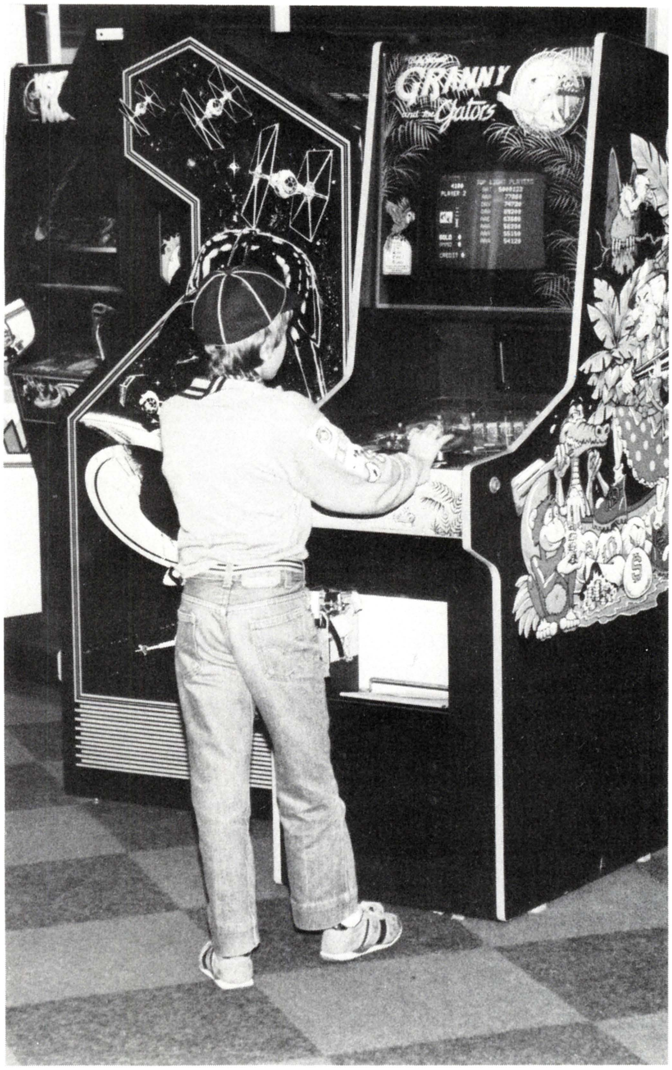
The survey noted that the trade association in Britain has its own code of conduct and that at inland amusement arcades, children under 16 were already banned from members' premises. This did not extend to the seaside arcades, where there is a smaller number of gambling machines. It noted that in its attempts to interview children in the central London arcades, it was unlucky because the arcades run such tight control of entry; also, the interviewers failed to find any children.

On one of the key issues, the degree to which children are exposed to a risk of becoming dependent on slot and video machines, the researchers carefully monitored spending behavior and patterns of play. The results indicated that only a small minority of players appear to be at risk of becoming dependent upon the playing of slot and/or video machines.

''Like the U.S., Britain's media has for several years taken an aggressive stance toward amusement centers and their affect on teenagers and younger children.''

A large number of 10-to 16-year-olds admitted spending their own money on machines, but few admitted to playing more than once a week. About 31 of 513 who admitted to playing machines said they did so more than once a week. Of video machine players in particular, 48 of 485 players played the games once a week, with only 13 playing every day or nearly every day (less than three percent). Seventy-three percent of video players spent less than $1.70 per week, 13 percent spent $3.20 a week, and 12 percent spent more than $3.20 per week.

Forty-two percent of video game players played for less than 10 minutes, 38 percent for up to half an hour, 11 percent for up to one hour, and eight percent for longer than an hour. The survey stated, ''It is those players who play for long periods of time in any one session who are most at risk of becoming dependent, and it is interesting to note that video players are more likely to play longer than slot machine players. This is probably due to the fact that video players, especially the more skillful, can play longer for the same level of expenditure compared with slot machine players.''



In a section titled ''The Role of Amusement Machines in the Lives of Young People,'' the research unit noted that the playing of slot machines and video games is predominantly a gregarious, peer group-centered activity. ''It is this social and collective element which appears to provide the context for the playing of amusement machines, rather than solitude,'' the survey noted.

Data from group interviews showed that young people do not just play machines for their own sake. According to the survey, ''Visits to amusement arcades often constitute complex social events through which a whole range of adolescent needs, desires, and concerns can be met or expressed. The structure and mechanisms of the adolescent peer group, as well as the characteristics of individual personalities, are central to the process of understanding the role of amusement arcades in general and video machines in particular in the lives of these young people.

''Every player becomes involved in the experience of others. It is not just a matter of playing until the money runs out, but of turning the act of playing the machines into a collective experience

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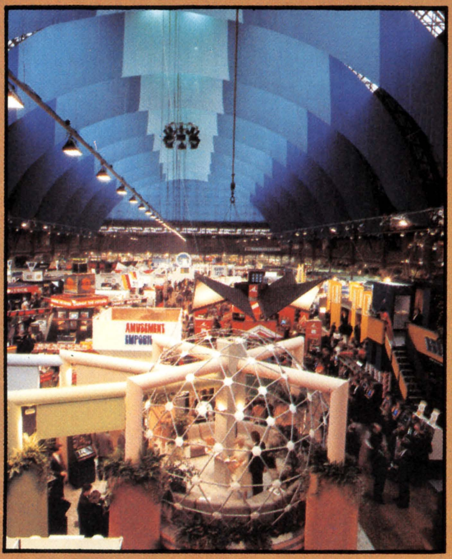

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of thrills and skills lasting as long as possible. Playing together helps to bind individual members of the group to one another; an individual's triumph is simultaneously a group triumph, because a victory for one is a victory for all.''

As for the nature of the video game player, the survey concludes, ''The playing of video machines is about personal skill and challenge, rapid reflexes, and effective hand/eye coordination rather than winning money. Players move to new machines when they seek a new challenge, and once they have invested the necessary learning time for mastering a machine, they are in a position to challenge others for personal glory. Players persistently compare their scores with their own previous performances and those of others.

> *''Visits to amusement arcades often constitute complex social events through which a whole range of adolescent needs, desires, and concerns can be met or expressed.''*

''The themes of video games are frequently aggressive, and the main objective is often one of destruction, even genocide. But the more genteel games are equally popular, providing they offer the same degree of challenge. Most girls are less inclined to play machines with explicit war themes, but they are just as likely to enjoy destruction.''

On amusement machines and delinquency, researchers noted that an argument commonly cited by those concerned with any adverse consequences of video game playing was that dependency can lead to criminal activity. Investigating this aspect of arcades, the research team asked 360 video game players about the source of their income to play games. Fifty-nine percent said they used their pocket money or allowance, 33 percent spent money given to them by parents in addition to allowance, and the remainder used money acquired through part-time employment.

''The question of stealing in order to fund the playing of video machines was treated with derision. Any involvement in petty delinquency appeared to result more from a desire for thrills and excitement, a need to test authority, and a need to acquire the approval of peers, rather than from any instrumental or compulsive needs. Delinquency tended to constitute an end in itself, rather than a means to another end. Regular players appeared no more likely to engage in delinquency than non-players.''

After the report was published, a representative of BACTA commented: ''We are not surprised. We knew that problems presented by the media and activities of the 'anti' groups were groundless. Now we have, for the first time, independent evidence to that effect collected by a government department.'' ☐

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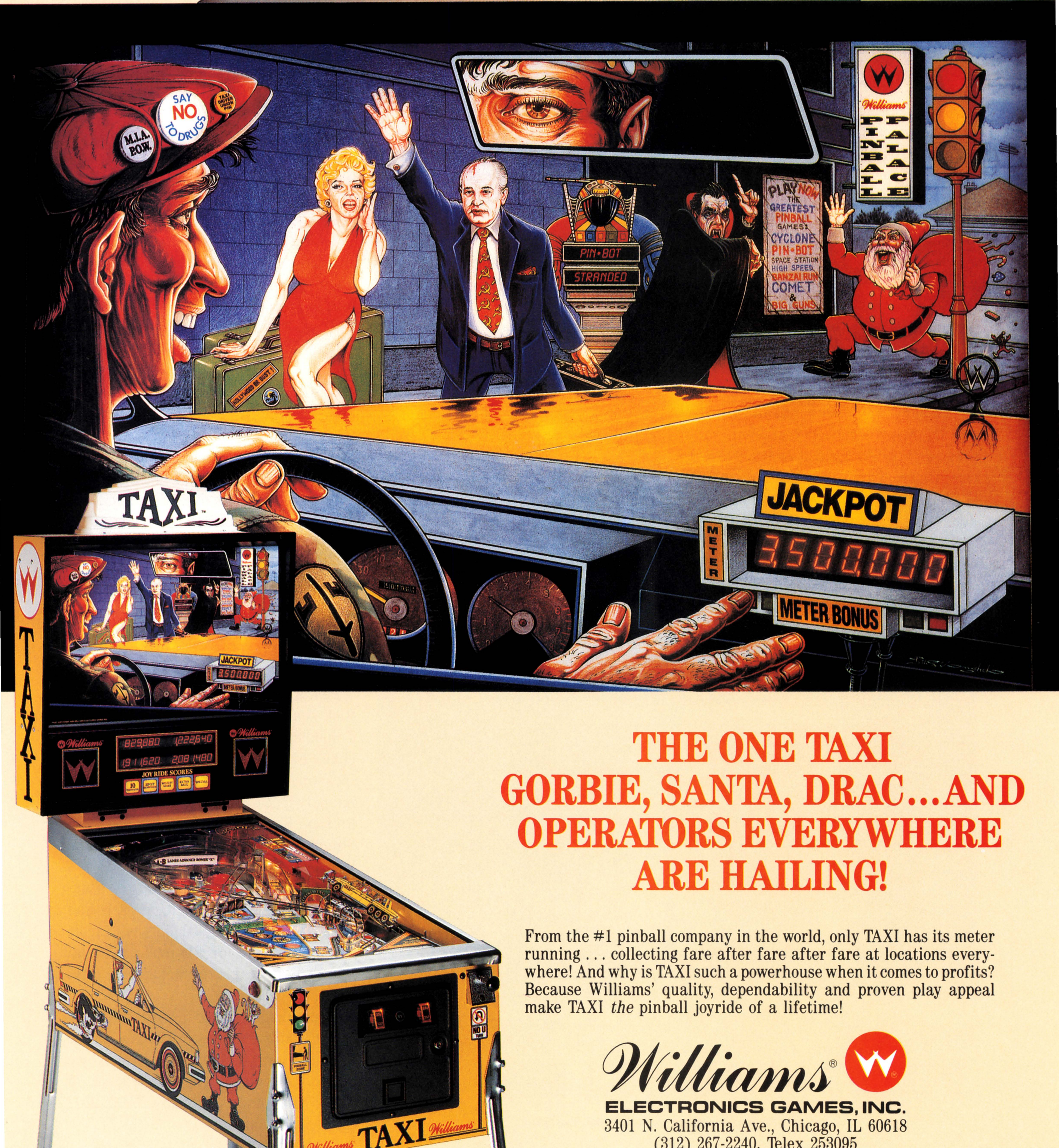
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Rowe debuts *LaserStar* and new Star series

Rowe International unveiled its all CD *LaserStar* jukebox and a completely redesigned line at its mid-September distributor meeting in Naples, Fla. One week later, Rowe exhibited the line to operators for the first time at the Michigan state show.

LaserStar, a long-awaited all CD jukebox, features a brightly- lit animation device at the top of the machine with three rotating CDs in an eye-catching, reflective enclosure. The attract mode has an alphanumeric selection panel that beckons patrons to ''Play the Music.''

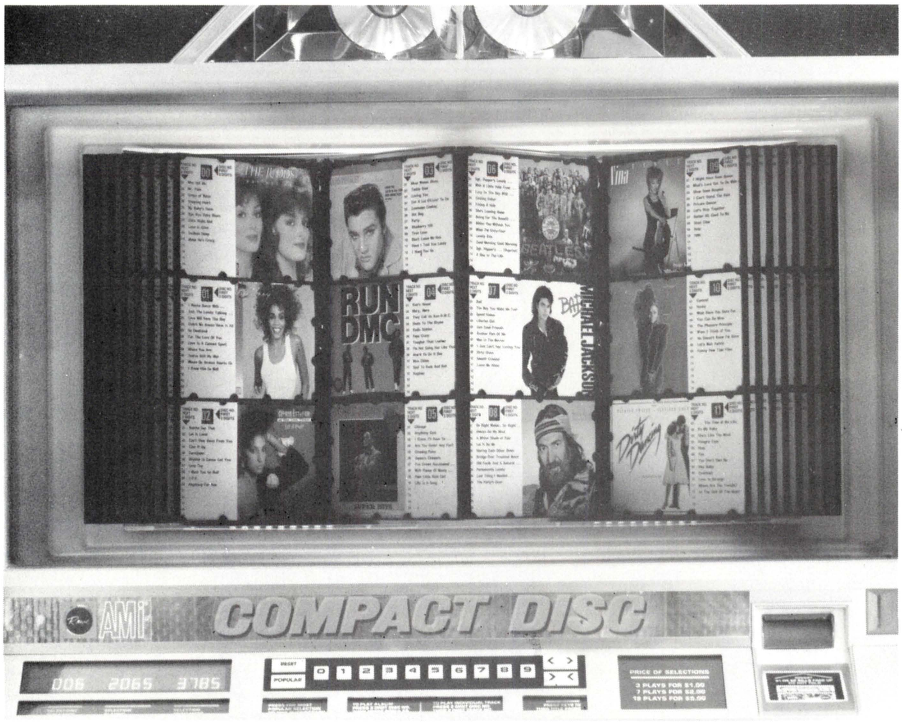
The three-way stereo system includes two 10-inch woofers, two six-inch midrange and two three-inch tweeters. Dual channel speakers are concealed behind perforated grille areas on the front of the jukebox.

Laser Star's title display is surrounded by colorful halo lighting showing 12 full-size CD jackets at a time in an open-book style. The pages of the display are turned with motor-controlled pushbuttons, revealing up to 100 albums.

Joel Friedman, vice president of Rowe's music division, is understandably enthusiastic about *Laser Star*'s income opportunities for operators. ''*LaserStar* can command a higher price per play and is certain to receive more multiple play selections,'' said Friedman. The back-lit bill acceptor takes $1 and $5 bills and can be adapted to take coins.

Ease of servicing was considered in the design of *LaserStar*, resulting in all-front servicing and a three-level security system for programming and audit functions. A central microcomputer control system maintains all phonograph functions including power supply keyboard module and digital display.

Optional enhancements include programming for priority selections, album play, and free play. It can also be equipped with a printer interface to be used in auditing.



Lighted title display area atop Rowe's new *LaserStar*.

In addition, Rowe has completely redesigned other jukeboxes in its line and now offers the Star series that includes a new 45/CD unit, the *ComboStar*; and the standard 45 jukebox, the *RoweStar*. All Star series jukeboxes come equipped with Rowe's $1 and $5 bill acceptors and can be adapted for coins. Rowe also continues to manufacture its video, nostalgia, and hideaway jukeboxes.

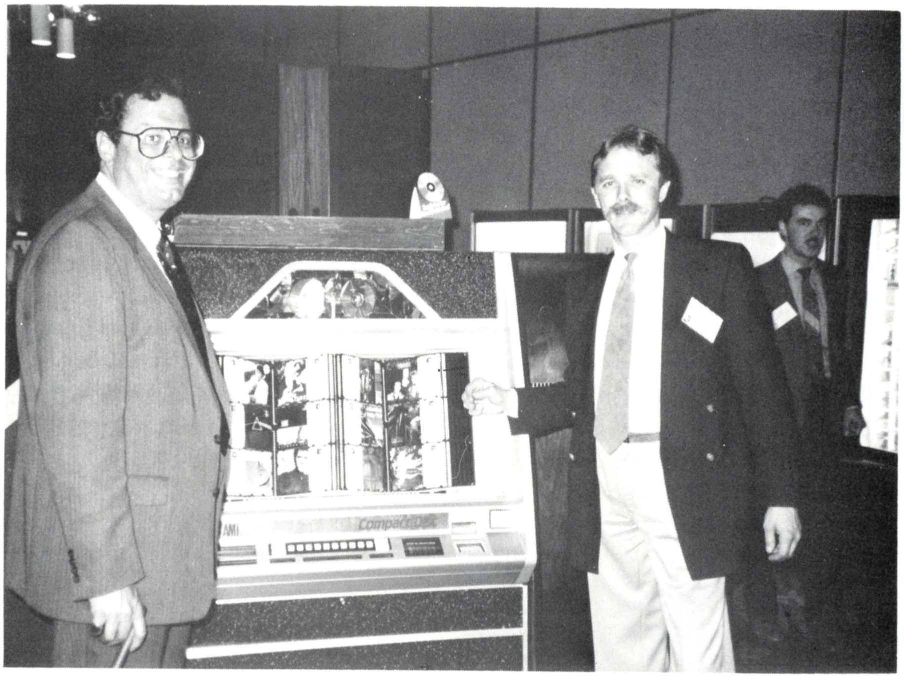
Rowe has added more interest to *LaserStar* by announcing plans for a compact disc promotion in cooperation with several major record companies. For a limited time, operators in the United States who purchase *LaserStar* will receive a free Promotion Pack containing dozens of full-size compact discs by the hottest artists, plus a complete set of title strips. Each Promotion Pack offers a number of new three-inch CD singles with an easy-to-install ''doughnut'' adaptor. The total retail value of the discs available for the promotion is over $250,000. Participating record companies are: A&M, Capitol, Columbia, Elektra, EMI-Manhattan, Epic, Polygram, RCA, and Warner Bros.

Featured artists include Herb Alpert, Risk Astley, Anita Baker, The Beatles, Toni Childs, Lita Ford, Amy Grant, Hot House Flowers, Bruce Hornsby, Michael Jackson, Billy Joel, The Judds, Cyndi Lauper, Def Leppard, Little Feat, Elvis Presley, Restless Heart, David Sanborn, Simon & Garfunkel, Tina Turner, and Hank Williams, Jr., among others.

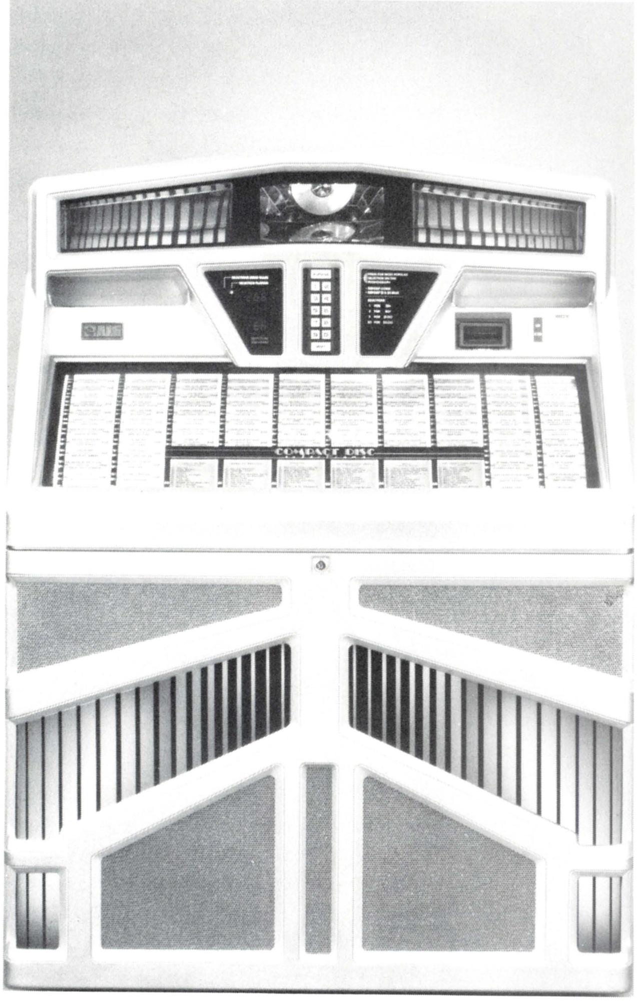
Friedman noted, ''*LaserStar*'s space-age appearance, dramatic impact, and presence at all the best locations will create a larger demand for CD music that will benefit both the record companies and the jukebox operators.''

Operators interested in more details on *LaserStar* or the other jukeboxes in the Star series may contact their local Rowe distributor or write Rowe International, 75 Troy Hills Road, Whippany, NJ 07981; (201) 887-0400.

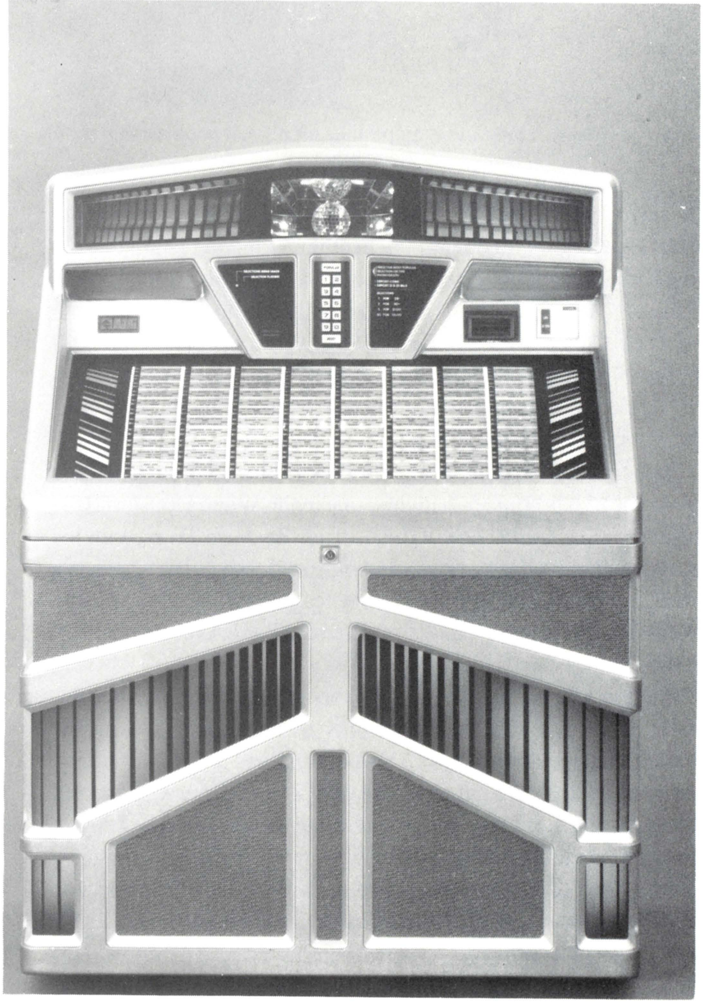
Among featured artists in the *LaserStar* Promotion Pack are Hank Williams, Jr. and The Judds.



Joel Friedman (l) proudly displays *LaserStar* at the Michigan state show and explains its finer points to Jeff Neumann of Westfield, Inc.



***ComboStar* offers 45s and CDs.**



***RoweStar* traditional 45 jukebox.**

PROFILE

The Preppie President

by Louis Boasberg

[*Louis Boasberg has been in the industry for many years (I'll be polite and not say just how many!) In those years he has made a lot of friends and enjoys talking about and doing things for them. Since Louis is a New Orleanian we get together for industry chats and one thing that I've enjoyed is Louis's stories about his industry friends. When I suggested that he do a series about those friends, he readily agreed. This is the first in what I hope will be a long list of fond recollections of industry personalities from someone who knows them better than most . . . Valerie*].

You . . . want . . . me . . . to (gulp!) take off my suit and tie and wear a T-Shirt!?

I have known Tom Petit since his Atari days when his only claim to fame was being the brother of Jeanne Angelo (now married to Frank Ballouz). Jeanne was one of the original world famous ''Atari Girls'', all of whom had nothing in the world but ALL THE PERSONALITY IN THE WORLD! There are still a few of them left at Atari and long may they reign. But this profile is not about Jeanne or the Atari Girls, this is about Tom Petit, the president of Sega U.S.A.

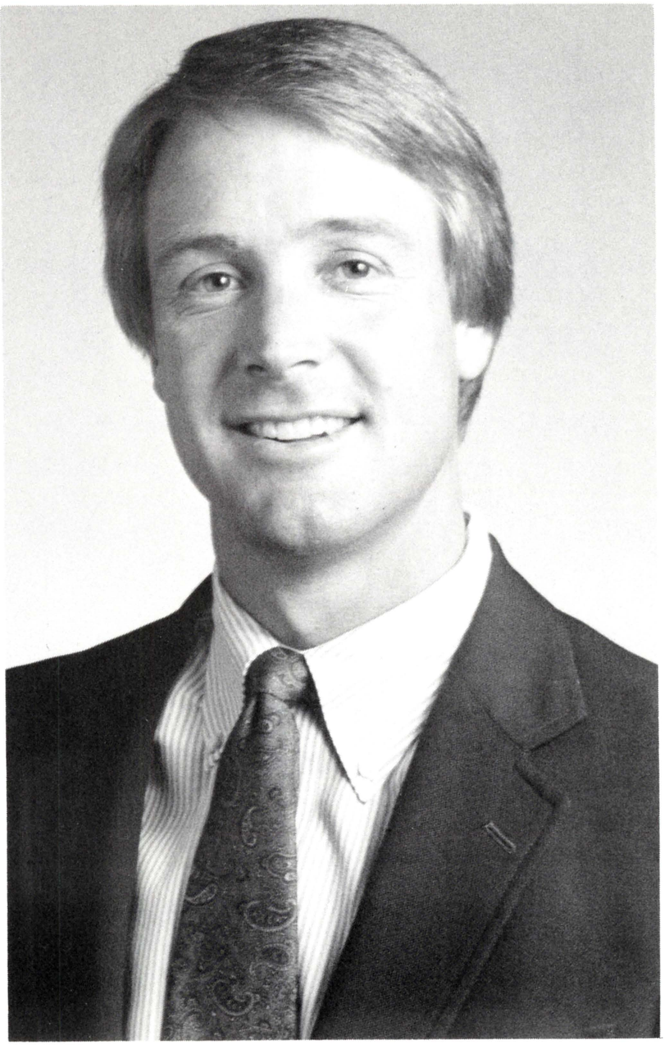
Someone said that if George Bush were elected president there would be two preppie presidents, one in the White House and the other at Sega. I must admit this is true. Because Tom, with his traditional suits, ties, shoes, and button-down collar shirts is a prime example of an upper-class ivy league school graduate who should be working on Madison Avenue, Park Avenue, or Wall Street.

But don't let the clothes fool you because beneath that button-down mind is a steel trap that may overwhelm you with his boyish charm, enthusiasm, and personality. Tom may dress, look, and act young but when he thinks, he thinks with the old experienced mind of a person who has been through the coin machine mill and who has worked under and been taught by some of the very best. Namely Frank Ballouz, Don Osborne, Joe Robbins, Gene Lipkin, Nolan Bushnell, Bob Lloyd, and a few others. As you can see, Tom did not jump directly from Atari to the presidency of Sega but had a few learning stops and much experience on the way.

Combining romance with business? As far as anyone knows, Tom has never been married. I do know that he was engaged once, but Tom says the girl gave him four Margaritas before the engagement announcement so he claimed foul when he sobered up and called the whole thing off! But the young lady in question should be very happy. Being engaged to Tom, even if for a short time, is equal to a golden anniversary with Warren Beatty or Robert Redford!

In closing this profile, let me pass on a word of warning to all good, trusting coin machine people who come in contact with Tom whether for business or socializing; don't let the boyish charm and smile fool you, keep your hand on your wallet and guard your words well! Perhaps you'd better have your attorney or a least a witness present. If you follow this advice, you may have a fighting chance.

Tom, we all love you truly as you are the Peter Pan of the industry. We hope you stay as young and sweet as you are, forever.



Tom Petit, the preppie president.

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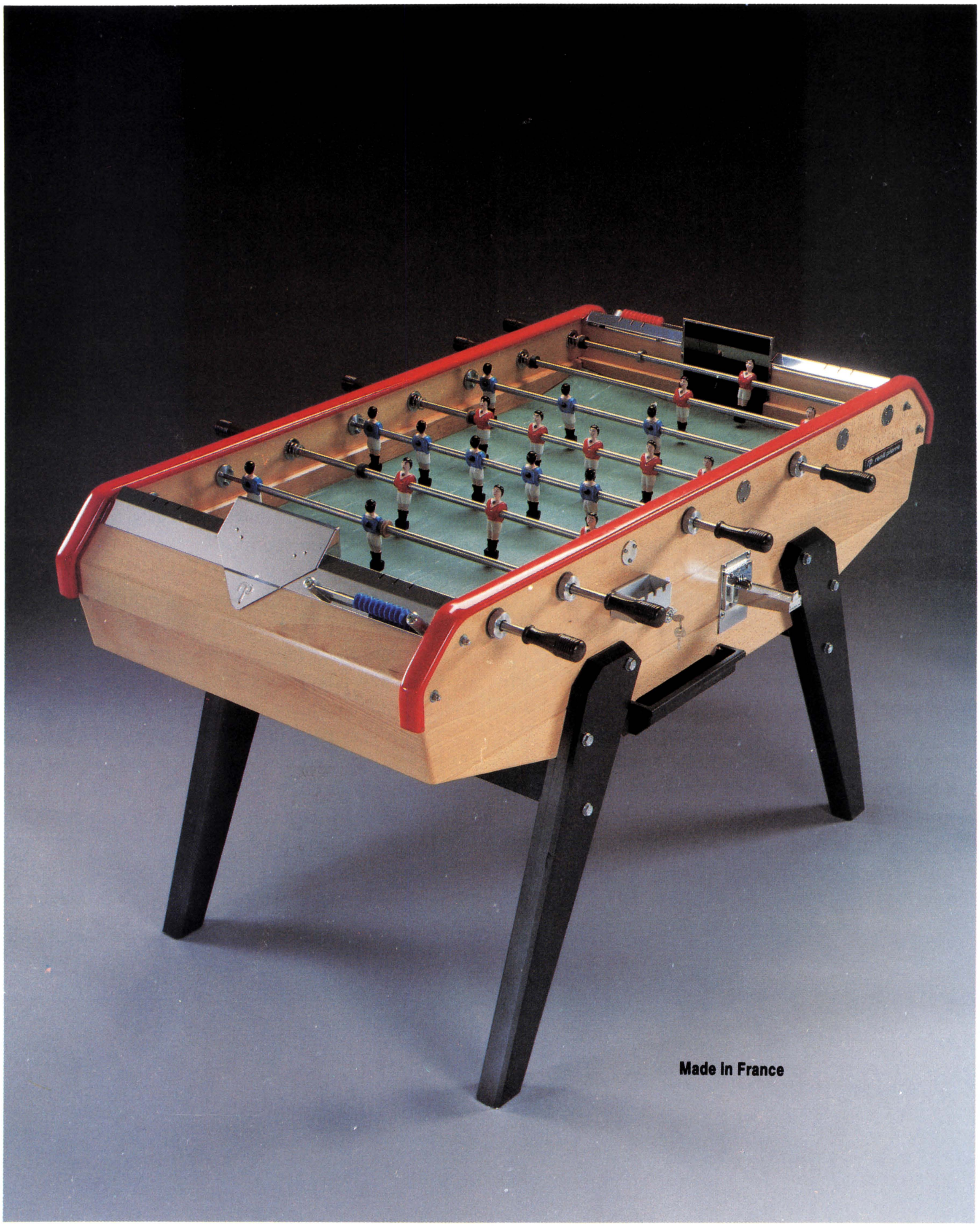
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Premier charts path to successful future

At AMOA '84 a new pinball manufacturer was listed among the exhibitors at the show. On closer inspection it was revealed that an old pinball line had been revived by two industry veterans, Gil Pollock and Suren Fesjian. D. Gottlieb & Co., a half-century old pinball manufacturer, had been purchased from its founders by Columbia Pictures/Coca-Cola Co. who had visions of a broader scope for the company and eventually changed the name to Mylstar to reflect those goals.

However, it was apparent to the coin-op industry that the company was being lead by corporate heads that had no idea what the coin-op industry meant or what products were needed by the market. The company was unable to compete and was soon for sale. Gil and Suren, both with many years experience in the coin-op industry, purchased the assets for manufacturing the Gottlieb pinball machines. They have proven that expertise and experience can make a difference between success and failure. The two called their company Premier, surely a reflection of what Gottlieb had been in its earlier days in the pinball market, the ''premier'' pinball manufacturer.

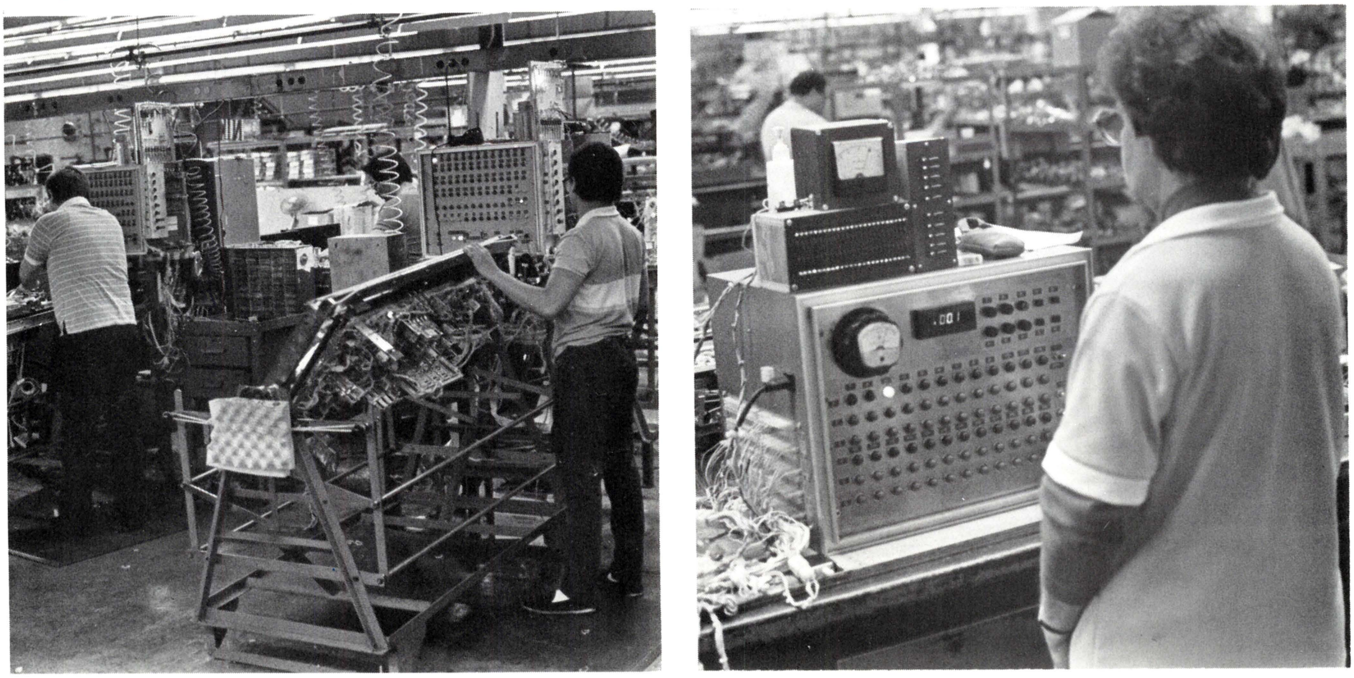
After four years of growth, Premier has become one of the major factories in the coin-op industry. Gil not only successfully manages the day-to-day operations of Premier, but is also active in the American Amusement Manufacturers Association (AAMA) serving on its board of directors. He has also been a leader in joint projects with the Amusement and Music Operators Association (AMOA).

Though deemed successful to date, Premier is busy plotting its even more successful future. After AMOA '87 the management team at Premier evaluated the industry and the direction it was headed. Based on that information, they outlined four major goals for the company.

The first goal is to continue to add innovative features on its pinball machines to excite and appeal to the players. To accomplish that self-imposed demand, Premier added a mechanical and design group whose sole task is developing intriguing new features while concentrating on the reliability and quality of the product.

The second goal is improved electronics technology. That goal is nearing completion with a state-of-the-art Gottlieb system that the company claims will surpass any system in existence today. After two years in development, final tests should be wrapped up by the first part of 1989.

Premier's third goal is product diversification. Premier is entering the video and novelty markets with products developed



Premier's factory is well-organized. Here's some on-the-job scenes.

by a new video engineering department added to its product development division. The hardware has been perfected and, with the software in its final stages, the first in-house video game should be available after the first of the year. Premier is also negotiating with one of the leading Japanese manufacturers to license future video games.

In addition to video games, Premier has seen a great demand for novelty and redemption equipment and is answering that need with an electro-mechanical game now being tested. Premier plans to introduce that product later this year.

Premier's final goal is in a second area of diversification. Premier is actively seeking to acquire other companies that

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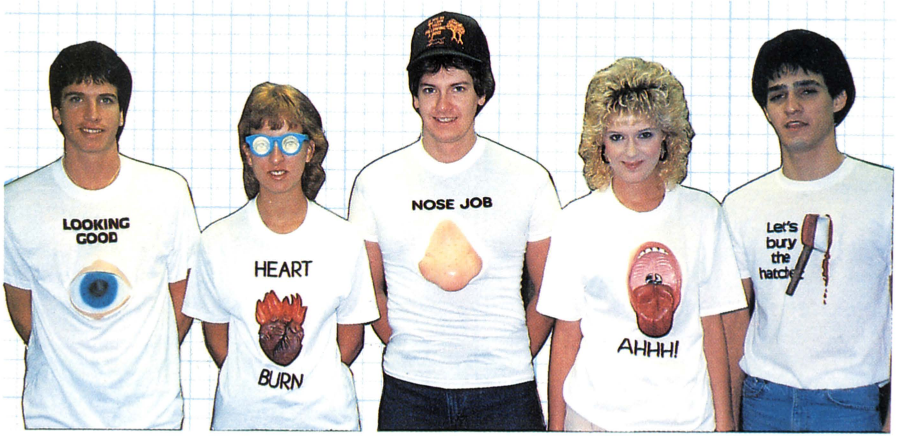

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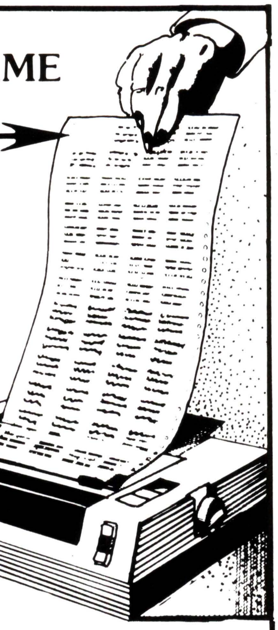

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manufacture and market non-competing coin-op products. Gil said, "With this direction, efficiency can be gained by common manufacturing and marketing, therefore offering product to distributors and operators at more competitive pricing and improved service."

Premier's dedication to the coin-op industry is clear. Since its beginning the company has invested millions of dollars into product development, facilities, and the resources to bring quality product to the market. "This commitment will continue," emphasized Gil.

Investing millions of dollars into an industry makes it imperative for the leaders to keep in close contact with the market it serves. Premier has had extensive input from its world-wide distribution network and is enlarging on that with an extensive phone survey of U.S. operators. Dan Clarton and Duane Miller, Premier's east and west coast representatives, have been conducting the survey. Gil explained that the survey is about 75 percent complete and will include information from over 3,500 operators from across the country. Once completed, Premier will share the information with its distributors to formulate future plans.

Gil explained that the coin-op industry faces many of the same economic problems encountered by other global industries. However, he delves deeper into our particular industry by saying, "I would say the biggest problem facing all of us is greed at any one level of the industry. We saw in 1982 and 1983 what happens when the operator, the distributor, and the manufacturer get greedy. It's easy for any one of us to say that it was someone else's fault or point fingers. But all three levels contributed greatly to the crash. In order for the industry to grow and prosper as a whole, each level of the industry must be profitable but not to the point where it is detrimental to one of the other segments."

He continued, "To avoid the mistakes of the past, we must have an on-going dialogue and two-way communication between all three levels of the industry. As I said before, it's easier to put into words than it is to implement but it's everyone's responsibility."

Premier will be showing its latest pinball called *Bad Girls* in its booth, but there just may be some other surprises! Premier's staff invites everyone to stop by the booth or hospitality suite at the show and share ideas or just to say hello. □

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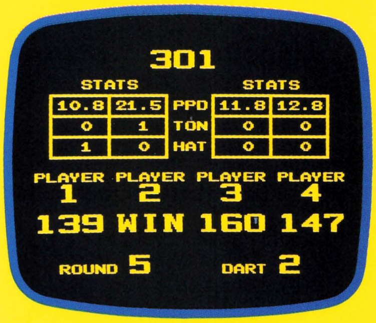

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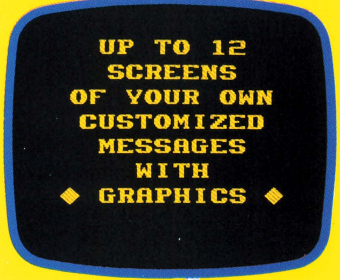

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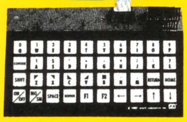

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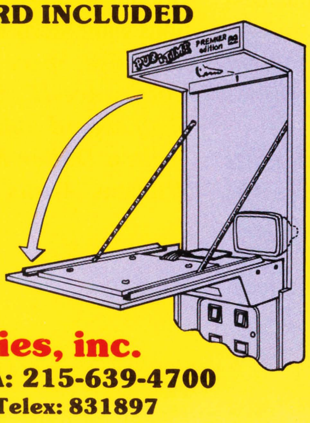

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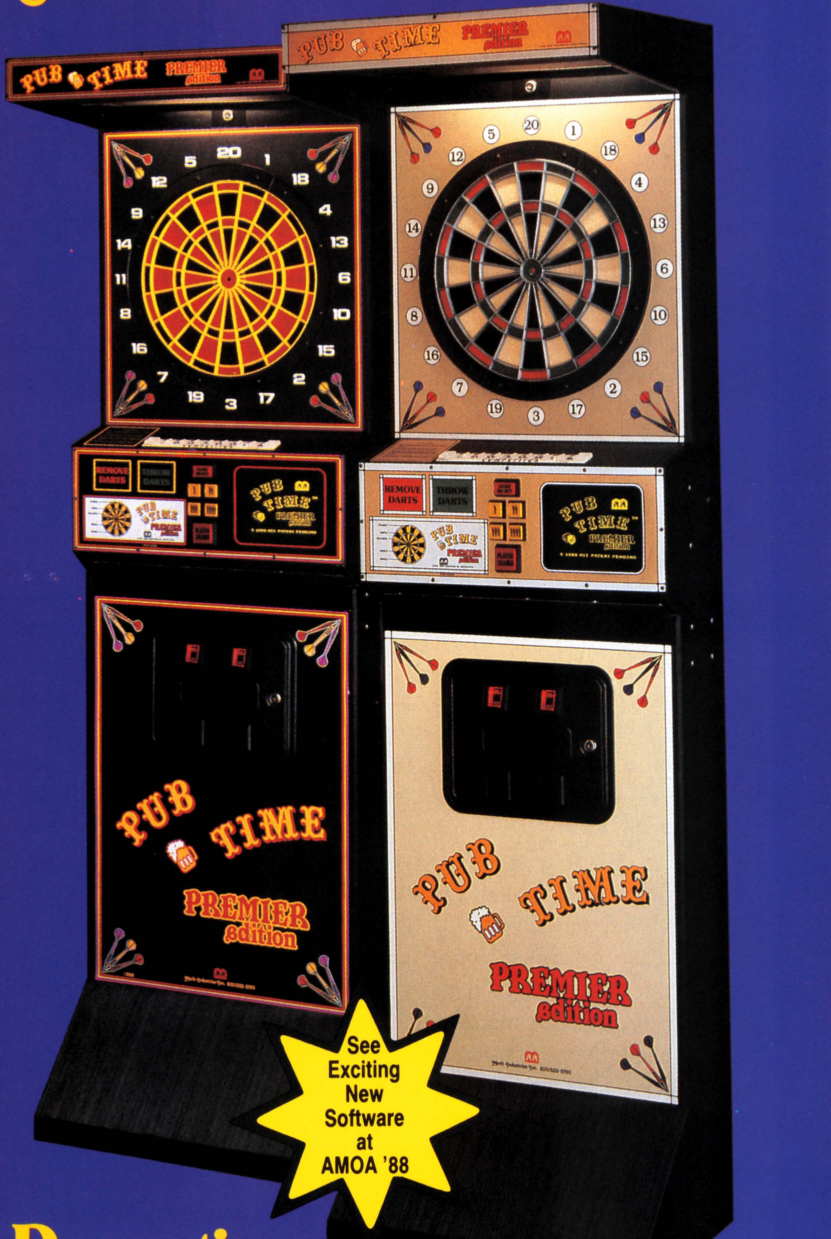

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TEN YEARS AGO

Industry “Invaded!”

Play Meter had a magazine at the AMOA show 10 years ago that was one of its best ever. In a time when manufacturers would have taken a cyanide capsule rather than reveal what they would be previewing at the show, R&N Silkscreening of San Jose managed to collect an array of artwork from manufacturers on their latest games and did a Play Meter cover from it. We've reprinted a copy of it here—see if you can name the games that were shown at AMOA 10 years ago!

Play Meter featured its most encompassing state of the industry survey to date and found, among other things, that collections on coin-op equipment were up nearly 25 percent over the year before. Pinball machines made up 33 percent of total equipment on routes, phonographs a healthy 25 percent, pool tables accounted for 12 percent, and arcade (video) games a mere 15 percent. While arcade games jumped in weekly gross earnings to $50 per week from $44 per week the year before, pinball game earnings exploded to a $62 per week average from $44 the previous year! Pinball average gross weekly earnings never did rise above $66 while video game averages peaked at $140 in 1981.

The survey asked operators to list their top pinballs and videos for the year and the winners were: *Eight Ball, Sinbad, Mata Hari, Evel Knievel, Middle Earth, Stars, Power Play, Airborne Avenger, Cleopatra,* and *World Cup* in the pinball division. The top video games (called arcade games back then) were: *Space Wars, Sprint 2, Seawolf, Seawolf II, Super Bug, Starship I, Circus, Breakout, Night Driver,* and *Sprint I.* Do you remember all those?

Space-themed games were the rage and little did the industry know that Midway was about to introduce a space game that would set the industry on fire. Mentioned in the same breath with the many other space games making their debuts, *Space Invaders* was destined to make its mark on the coin-op industry.

Don VanBrackel, the outgoing AMOA president, was Play Meter's coinman interview 10 years ago. He had been at the helm of the association during its negotiations on the compulsory jukebox license fee and therein lay his frustrations that year. Don related that if the copyright tribunal would go unchecked many operators feared they would go out of business. Don also explained that the jukebox was the backbone of his business and was the biggest money-maker. However, he added that he saw a trend of operators de-emphasizing their jukebox operations.

In the news 10 years ago, Florida was fighting a proposed ordinance that would have required all games to have meters; an Ohio operator filed a lawsuit charging that a pinball confiscated from one of his locations was never returned; a book on pinball called ‘‘Tilt’’ was introduced; Michael Mendelsohn's entry in Play Meter's writer's contest was called ‘‘What to Look for When Purchasing New Games’’ (hey Michael, we could use an update!); Rowe unveiled its newest phonographs, *Fiesta* and *Claremont*; Empire Distributing moved to larger facilities; Wurlitzer sued XCOR and Louis Nicastro for $10 million; Bally began demolition of contiguous Atlantic City hotels to make way for the planned Park Place Casino and Hotel; for the first time AMOA was permitting the display of gaming equipment at the show; Sega Enterprises concluded its acquisition of Gremlin Industries; Lila Zinter left Meadows and joined Exidy; and Project Support Engineering (P.S.E.) went out of business.

Top tunes in November 1978 were MacArthur Park, Kiss You All Over, You Needed Me, Hot Child in the City, Beast of Burden, Reminiscing, You Never Done it Like That, How Much Do I Feel, and Double Vision. New product introductions were Stern's *Wild Fyre*, Meadow's *Dead Eye*, *Space Raiders* by Atari, Zila Corp's *Ace-Hi*, Seeburg's *Disco-160*, *Shuffleboard* video from Midway, *Six Million Dollar Man* from Bally, and Williams' *Aristocrat* shuffle alley. □

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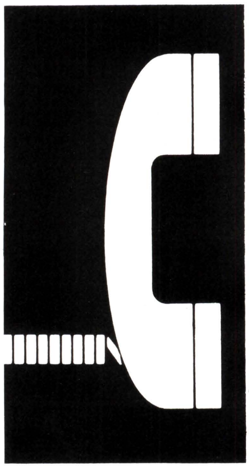

Question:

How do you think the ruling in the *Red Baron/Taito* case will affect the industry?

Editor's Note: Because the issues of parallel games and dedicated versus conversion games touch on all segments of our industry, we have posed this question to operators, distributors, and manufacturers. All three levels see the issues from a different point of view and deserve a chance to express their opinion.

A Dick Hawkins
D&R Novelty
Rochester, Minn.

The operators have been asking for games in kit form, or software for existing cabinets and monitors, for many years. Having to buy dedicated games is an expensive proposition. Every operator's fear is getting in a buying squeeze like we had in '81 and '82; I don't want to be in a position of having to buy more than I can afford.

My question is: How many parallel boards are out there for the American market? The operator should have the right to buy used parallel boards, and the distributors in this country should be searching the market to find parallels for their customers.

The American operator is always looking for an inexpensive product, but he has to. Gas, truck, and insurance costs have all risen dramatically, yet we're still dealing with quarter games. It's been quarter play since 1972, but that quarter is only worth nine cents today. If we want to do something good for the industry, let's all work together for a new dollar coin. Then maybe the operator can afford to buy more dedicated games.

A Ron Carrara
Betson Pacific Dist. Co.
San Francisco, Calif.

The recent ruling on the legality of parallel boards has been over-exaggerated and could prove to be a nightmare for operators if, unknowingly, they purchase what they believe to be parallel boards and end up with copies.

I am confident that the United States manufacturers will take whatever steps are needed to protect their products against parallel distributing. This may include release dates of new products, which may be the only action needed.

As far as parallel boards themselves are concerned, if an operator wishes to purchase used parts that are not designed for the United States market and pay the price, that's his business.

A Rene Lopez
Romstar
Torrance, Calif.

I've been saying all along that we really don't have a parallel problem in the United States but a copy problem. The copiers use parallels as a crutch to stand on.

Copies are going to drain the industry dry; they're hurting the Japanese companies and the Koreans are benefiting. The Koreans are copying and sending them to the United States as parallels. We need the operator to stay alive, but the operator needs the manufacturer just as much. The Koreans can copy, but they can't design games.

I think the ruling will make the industry much better. In six months to a year from now, we'll see that it was the Koreans and copies as being the problem all along.

A Bill Kraft
Shaffer Distributing Co.
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The ruling has caused a genuine concern among the distributing community that sales are going to end. There's a question as to the future of the dedicated game business as we know it.

We're noticing a real reluctance among the operating community to commit in any heavy numbers to games right now. There are a lot of questions to be answered: should we wait and buy parallels, whose selling them, or should we wait to buy the games in parallel form?

A Mike Dodson
Lawson Music Co.
Winter Haven, Fla.

Since the decision, I've gotten four to five calls a day from jobbers and distributors offering parallel boards for sale. The manufacturers need to stop wasting their time and start offering kits, making it unprofitable for jobbers to bring in parallel boards.

I think most operators would rather buy a kit from a manufacturer than parallel boards from jobbers. Maybe this will give the operator a push in that direction. As far as the long term effects of the ruling, I believe it will lead to direct sales from the manufacturers, especially the Japanese. And, unfortunately, I don't think that time is too far off.

A Ken Anderson
The Leland Corp.
El Cajon, Calif.

I think operators are being exploited, because there aren't that many parallel boards available in the world. But parallel boards are not the problem. The problem is it opens the door for copied boards. And unfortunately, a lot of people are naive in thinking copied boards are parallels.

With parallel boards being bought, the manufacturers will lose interest in investing money in R&D. Without the manufacturer, who's going to create the games to make parallels on? The problem, as I said, is the door opening for copied boards. We've been confused in the industry, and it's resulted in the purchasing of copied, rip-off boards.

I predict that it will dilute the quality of games that the manufacturers will produce if this continues.

A Steve Henderson
Operators Distributing Inc.
High Point, N.C.

Our position is we're not going to handle parallel boards. The only thing to change that would be the buying habits of the operators. The biggest reason for this position is that a lot of copies look just like parallels, and I'm sure many operators can't tell the difference. They'd be running copies, thinking they're parallel boards.

We need to put some American R&D into games to eliminate the import of parallels. They could virtually put us out of business; we (distributors) would be nothing more than a service company. The parallel would likely be done on a direct buying basis. But the problem for the operator would be the service he gets on that parallel if he buys direct.

There is one comforting thought, though: I don't think Japanese firms with American companies will sit back and watch parallels come in and put these companies out of business. I think they'll act to prevent it, because it's been too lucrative for them.

A Richard Jacomet
Red's Novelty Ltd.
West Allis, Wis.

Being in the same industry as (Bill) Beckham, I'm glad he won. It's interesting how they (AAMA) came down on us at the last AMOA show.

Winning the decision will be good for the industry. I'm happy he took a stand for what he thought was right. Sometimes you have to do that. As for myself, I'm not sure if I'll use parallel games in the future.

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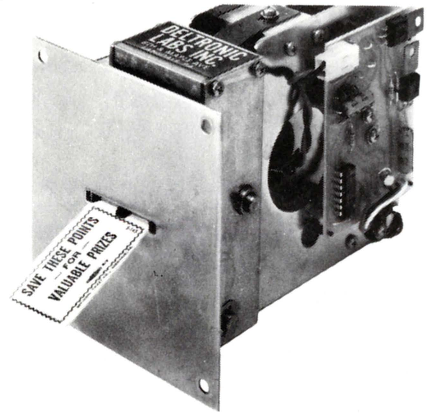

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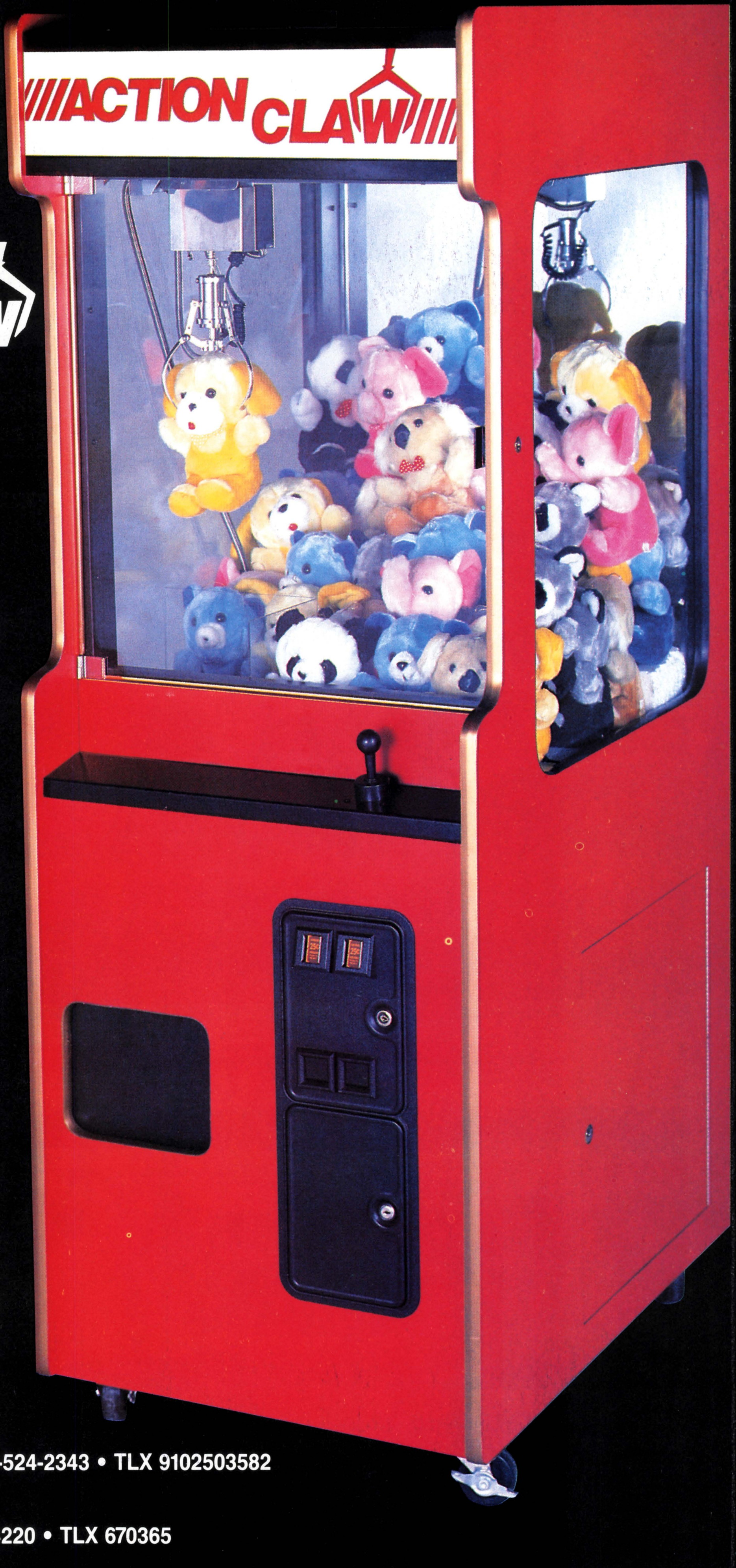

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Lansing welcomes Michigan operators

Michigan operators converged on Lansing for their annual state show and convention in late September. Nearly 40 exhibitors participated, some showing games that will be displayed at AMOA Expo '88.

The banquet offered a taste of Reno or Las Vegas with a Las Vegas Night that featured an array of games like blackjack and craps. ''Dollars'' were traded for prizes. (By the way, in looking at the delight the Michiganites had playing for fun, come to Reno in February for the ACME show and play for keeps!)

Operators at the show were most interested in the outcome of a bill that would ''affirm the legal use'' of cranes. Said director Walt Maner, ''We don't like to say we are waiting to see if they are legal because we don't think they are illegal.''

The issue began in 1982 when some claw games were confiscated along with other carnival games and all were ruled illegal.

When cranes and merchandisers became popular in the coin-op industry, operators put them out with no problems from authorities. However, last year an operator went to the attorney general for an ''official opinion'' on the legality of the equipment. When the attorney general found the 1982 ruling he unjustly applied it to the current equipment.

Representative Debbie Stabenow introduced a bill that would affirm the legal use of cranes and merchandisers in Michigan. The bill is through the House and is awaiting action in the Senate. □

We barely caught this group on their way out for a night on the town, l to r: Dave Peterson, Chris Brady, Mike Ziskie (in front), Doug Wickstrom, and Rhett Marchant.

Ted Furkin (c) chats with Clyde and Diane Knupp.

Chuck Williams of Cigarette Service (c) with Paul Weideraenders (l) of Capcom and Cleveland Coin's Doug Shipley.

Fred Hunt of Ace Music (l) is shown the latest product by Atlas Distributing's Jim LaRoux.

NEW
4
PLAYER

Cleveland Coin's Ron Gold (right) talks with Sega's Lenore Sayers while Mike Minor of Nintendo looks on.

Play Meter's Valerie Cognevich with Ted Furkin (l) and operator Gary Cole of S&M Sales and Service.

Everyone was hoping to win at Las Vegas Night!

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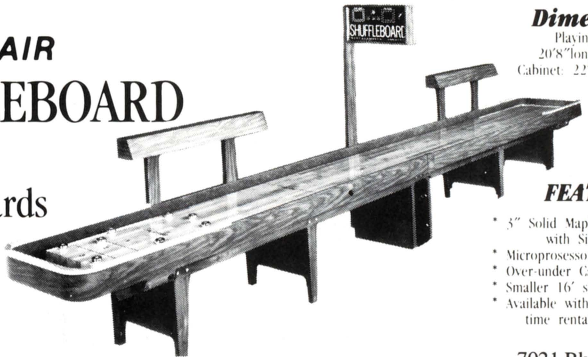

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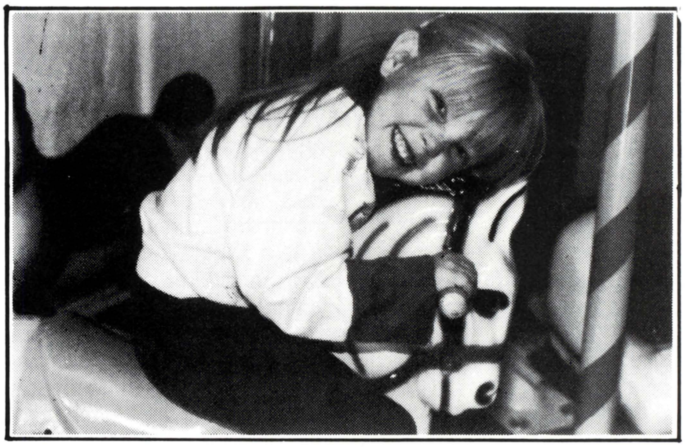

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AMERICA'S CHOICE ... for Coin Operated Kiddie Rides

North Carolina stages three day expo

The ever-growing city of Charlotte was once again the site of the North Carolina Exposition of Games and Music, held Sept. 9-11 at the Marriott Executive Park Hotel. Twenty-five exhibitors displayed their wares at the show, hosted by the North Carolina Coin Operators Association (NCCOA).

Friday's festivities included a golf tournament, a poolside pig-picking, and a country buffet. Exhibitors set up shop Saturday morning and remained open until early that evening; they reopened Sunday until 1 p.m.

The Saturday night banquet was a sell-out. NCCOA President Fred Britt spoke, as did AMOA President Wally Bohrer. Bohrer discussed past and future AMOA efforts, the 100th anniversary of the jukebox, Washington lobbying, and other topics. He also stressed the importance of a positive attitude among operators as a key element in their success.

Jim Reeves won Saturday afternoon's pool tournament. Tracy Green of Burlington Coin Machines won the raffle and its accompanying prize: a trip to Cancun, Mexico. Howard Cole was the winner of a Merit *Free Kick*; he captured it at the general membership meeting.

NCCOA members termed the show a success and look forward to next year, which will be the association's 25th anniversary.☐

Carl Copley and Linda Wilson of Rowe International show the *Nostalgia Bubbler Jukebox*.

SUPERSTAR BASKETBALL
HIGH SCORE TOURNAMENT
FIRST PLACE
SECOND PLACE
THIRD PLACE
FOURTH PLACE

Gathering after the *Superstar Basketball* Tournament, sponsored by Kramer Mfg. and Brady Dist. (l to r): Shane Overcash (Brady), Richard Stanley (3rd place; Mine Boggle's), Chris Brennan (Brady), Larry Touchton (1st place; Mine Boggle's), David Katz (Kramer), Ron Hensley (2nd place; R&T Enterprises), Richard Daudelin (4th place; Thorpe Music Co.), and Bob Schmehl (Brady).

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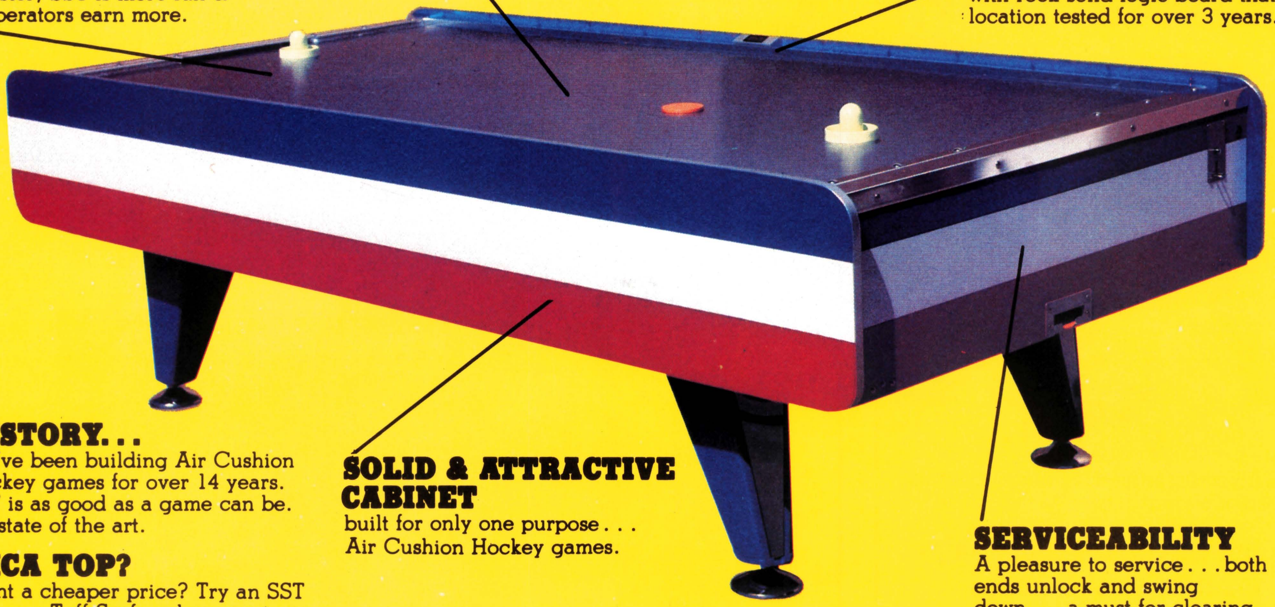

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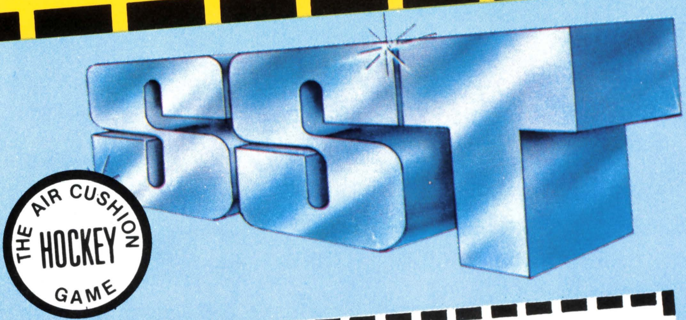
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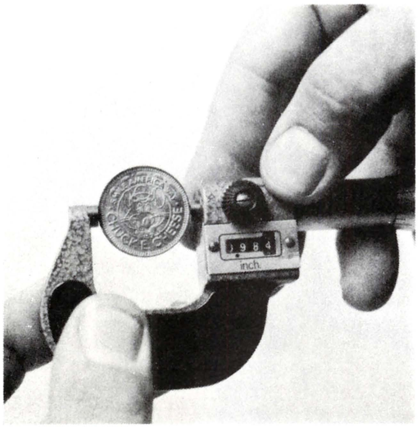

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CAP
P-47

Jaleco's Larry Berke (r) explains the fine points of *P-47* to J.D. Heath and Steve Henderson.

Cougar Darts
VALLEY
ELECTRONIC DARTS

John Margold of Betson Enterprises with Kim Mitchell (daughter of Play Meter editor Valerie Cognevich).

BEST CHOICE

Hollywood Cranes exhibited its *Best Choice* crane at the expo.

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Fabtek's *Caball* was shown in Dynamo's new cabinet with a 25-inch screen.

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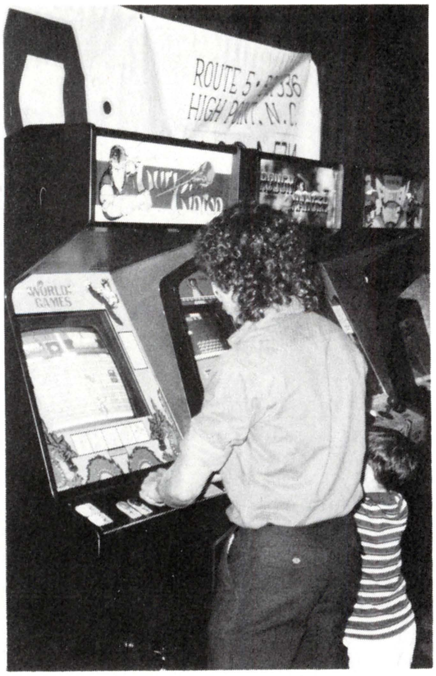
Sega's *Altered Beast* captures the imagination of this youngster.

SUPERIOR TOY

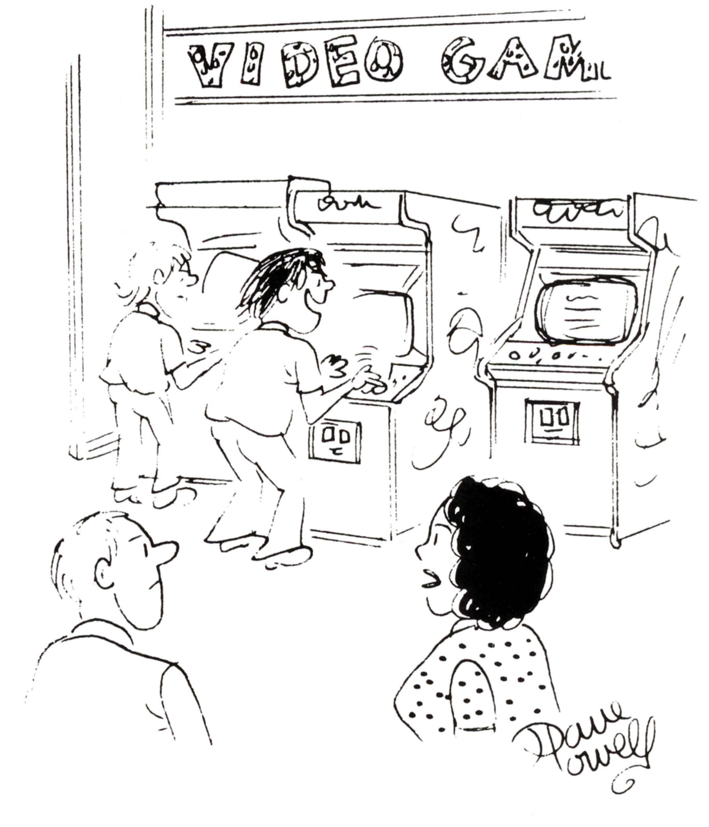
Dorothy Volaski mans the Superior Toy booth filled with seasonal plush.

Continental Circuit
FINAL LAP
4

Atari's *Final Lap* and Taito's *Continental Circuit* bring out players' driving skills.


ROUTE 5
HIGH POINT, N.C.
WORLD GAMES

World Games' *Kuri Kinton* drew players of all ages.



"ARNOLD, DO YOU REMEMBER HOW SIMPLE LIFE WAS BEFORE VIDEO GAMES?"

Sunshine takes customers to the ballpark

Sunshine Distributing staged its annual Fall Open House in St. Louis on Aug. 23, treating over 140 customers to a prime rib buffet dinner and a Stadium Club view of the St. Louis Cardinals vs. Atlanta Braves baseball game.

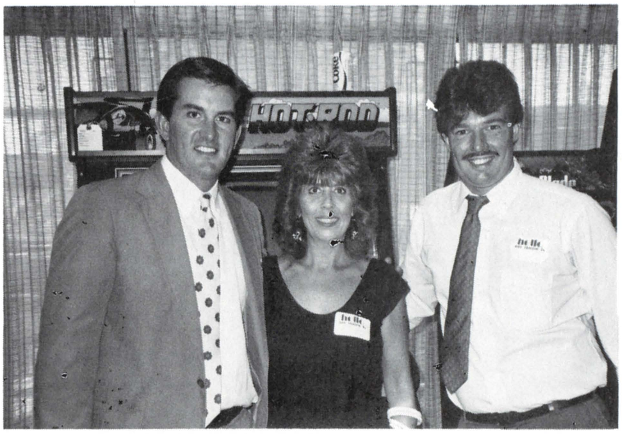
This year's event celebrated the opening of Sunshine Distributing's vending line at 2800 Market St. The sales force of Mark Loethen, Talih Ozturk, David Loethen, Rich Grant, and Ron Starwalt were on hand to explain the features of each game to their customers.

Among the manufacturers represented in St. Louis were Arachnid, Dynamo, Atari, Bally, Konami, Leland, Sega, and Wico. They helped the Sunshine staff entertain and answer questions about new coin-op products.☐

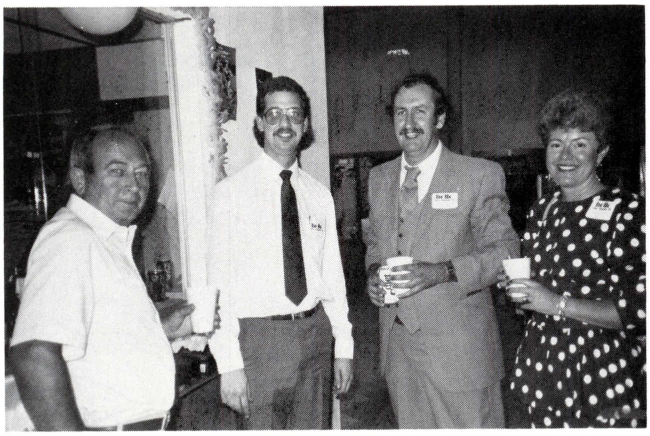
Front row (l to r): Frank Pellegrini, Frank Cosentino, Talih Ozturk, and Mark Loethen; back row (l to r): David Loethen, Damon Paramore, Dennis Sable, Jim Vanderhoof, Ed Schmidt, Bill Shield, and Ralph Orlowski.

Having dinner at the Stadium Club (l to r): Tom Thole of Idea Novelty, Elmer and Denise Shivers of Vaughan's Vending, Darrel and Becky Vaughan of Vaughan's Vending, and Linda Thole.

Sunshine's Mark Loethen (l) with Stan and Shirley Williams of Williams Enterprises.



Jim Vanderhoof (l) of Sega by *Hot Rod* with Dee Renshaw and David Loethen of Sunshine.



By the Sunshine parts department (l to r): Jim Jansen of J. J. Ventures, Ron Starwalt of Sunshine, Gary Haines of Creative Amusement, and Kay Jansen.

EMPIRE CITY
FINAL LA
ATARI
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Ron Starwalt demonstrates Atari's *Final Lap* with onlookers (l to r): Mr. and Mrs. Jim Dieter of Jim's Vending and Richard Grant of Sunshine.

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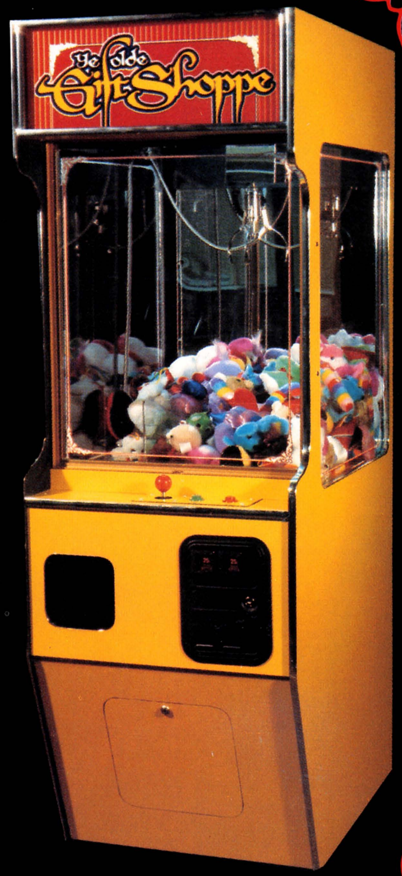

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PROFILE

There's Snow in Texas

Bob Snow

Bob Snow of Play More Games in Fort Worth could be considered one of the old timers in the business. However, looking at his boyish face, it's hard to believe he is even old enough to have invested over 33 years of service in an industry he adores.

He got the industry bug during his stint in the U.S. Navy. While in the service, one of his many duties included servicing the ship's candy and cold drink machines. At the time the machines sold nine-ounce sodas for one cent—''exact change required!'' Little did he know that he was laying the foundation for a career that would last a lifetime.

Born and raised in the small West Texas oil town of Breckenridge, Bob served five-and-a-half years in the armed forces. Upon his discharge, Bob and his bride Fay Ellen, whom he married in 1955, moved to Fort Worth where he hired on with the Fort Worth and Denver Railroad as a switchman. He continued his vending experience part-time, owning and servicing his own drink and product machines.

When he reached the end of the line in the railroad business, vending became his livelihood. He soon expanded into jukeboxes and pinball machines. Maurice Terry joined Bob as the technical expert in 1964. The two remain inseparable whether they are discussing the ins-and-outs of the latest coin-op trend or debating which bait is best for the bass swimming under their boat.

Bob's love for the coin-op business is surpassed only by the love for his wife, Fay, and children, Deana and Ed. Though the early years were tough, Bob's family was there doing what they could. Son Ed was only seven when, after school and on weekends, he began following hot on Bob's heels with his own allocation of candy for the next machine. While Bob and Ed were out servicing the town, Fay worked in the office and daughter Deana helped out at home.

> **''Little did he know that he was laying the foundation for a career that would last a lifetime.''**

Bob maintains he learned a long time ago that to retain his sense of being and keep priorities in order, he had to lock the business door at the end of the day. ''I would turn off my work mode and turn on my relax mode after work. I kiss my wife, pet my poodle, and then settle down with a good law article. Some people prefer to read murder mysteries, but I like to read a real murder case file,'' Bob says of his missed calling as a criminal lawyer.

One of Bob's favorite uncles was a trial lawyer in Abilene. That explains Bob's fascination with criminal law. He still enjoys the law books left to him by his uncle. Bob quips that if the coin-op industry hadn't gotten into his system, we would probably be reading a story about him in ''Texas Law Review.''

However, the coin-op industry did invade the blood cells and Bob says he really can't imagine being in any other industry. ''The business as an industry will go where it may,'' he reflects, ''but it has endured many highs and even more lows; it always survives.''

Bob insists it's the people who make this industry so great. He staunchly believes that good people could never be replaced with gold or silver. He treasures his friendships like some would money. ''I feel blessed by meeting and associating with some of the best people in the business. Although I have many close friends that are important to me, I would like to single out a few: Sol Lipkin of American Shuffleboard is one of my oldest and dearest friends. He can brighten any day with a mere phone call.

''The late Abe Susman of Susman Distributing in Dallas had a touch for organization, evidenced by the grand success of his own business. The late Tommy Chaten, who worked with Abe, pioneered his own way through the business. He was highly responsible for taking me under his wing and making the past thirty-plus years a reality.

''Valerie Cognevich of Play Meter holds a special place in my heart and really knows her business. I also want to extend a 'hats off' Texas-style for a great show in Reno. It was the best yet! Ivan Rothstein of Centuri is another great guy and really helped me on my way up. Ivan will pull for the little guy and give him the

> **''When he reached the end of the line in the railroad business, vending became his livelihood.''**

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"Lyla Zinter is a friend in every sense of the word and deserves a lot of credit for a job well done. Dynamo's Bill Rickett is a dear friend who made his mark on this industry the hard way. Mort Ansky and Dave Rubinstein of Merit are always there when you need them and have been a great help along the way."

Bob quickly added, "When you get old you can't remember all the names, but the faces, friendships, and memories will endure throughout a lifetime."

Bob's son-in-law, Kevin VonBralin, said of Bob, "To those of you who have known Bob for nearly a lifetime, I envy you. I have only known him for about eight years, but during that time I have seen a man of sincerity, honesty, and compassion; truly a Texas gentleman." ☐

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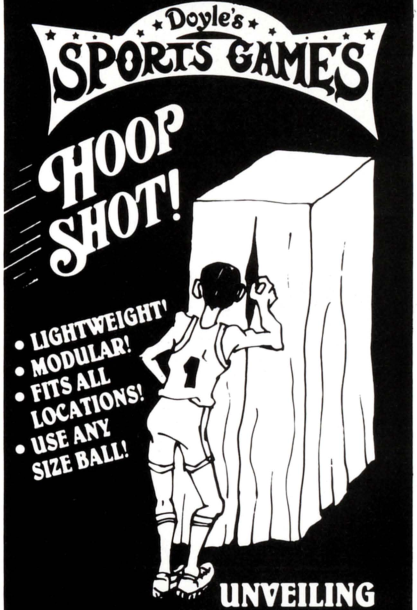
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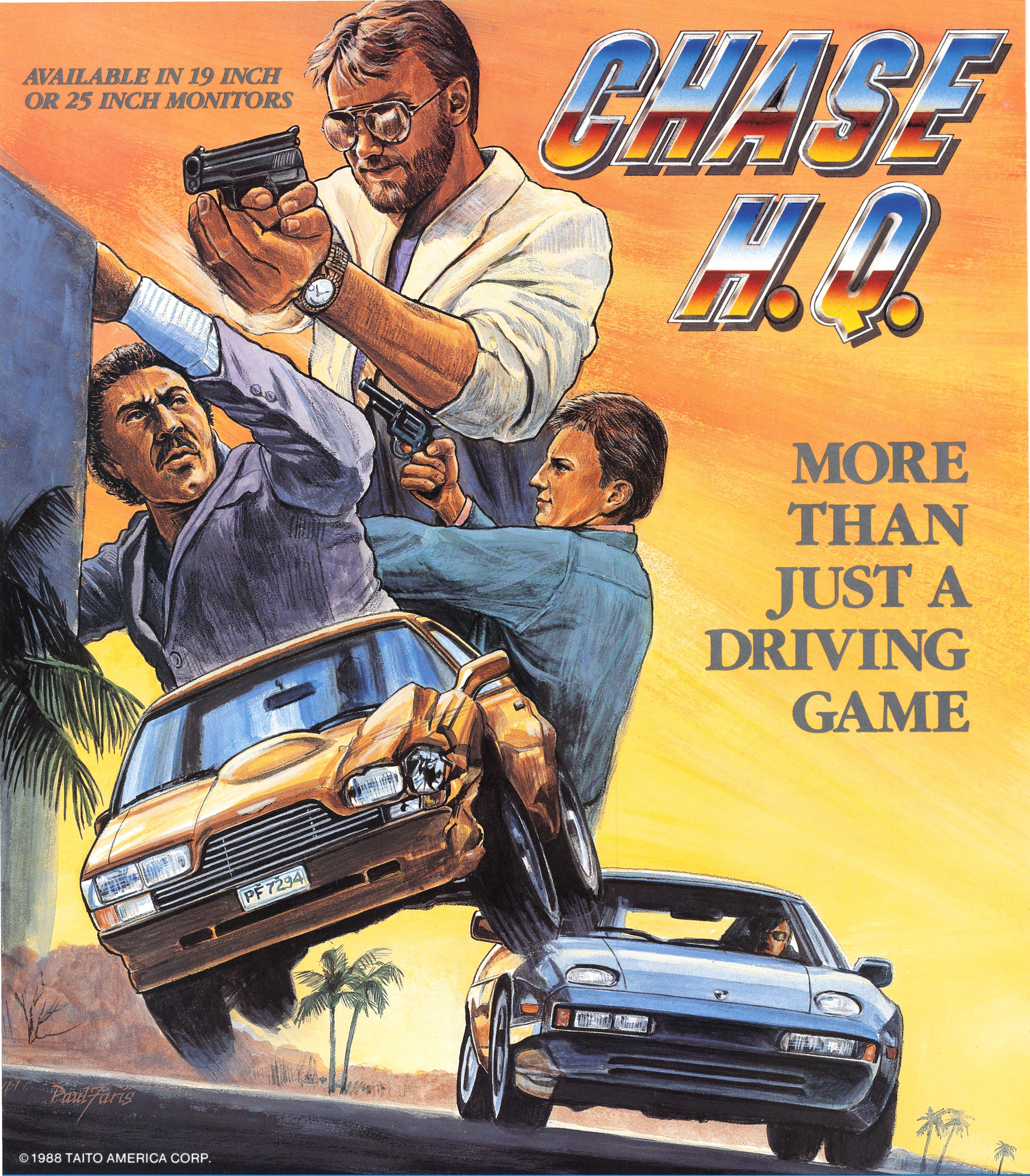
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CHASE
H.Q.
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PF 7294
Paul Faris

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"This is Nancy at Chase Headquarters . . . We've got an emergency here . . . Ralph, the Idaho Slasher is fleeing toward the suburbs . . . The target vehicle is a white British sports car . . . Over."

"10-4 Nancy . . . We read you loud and clear . . . "

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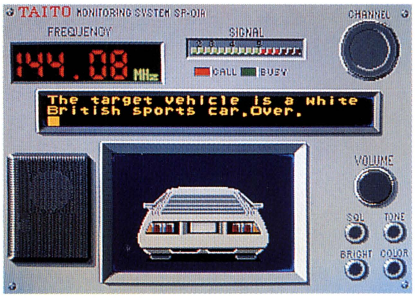
The action begins when the player slams the pedal down in Taito America's extraordinary new driving game, CHASE H.Q. In a market flooded with "race to the finish" driving games, CHASE H.Q. offers it's player something completely different. The action is fast-paced and challenging. It takes the player on a high speed chase through downtown streets and country back-roads to run-down and capture wanted criminals.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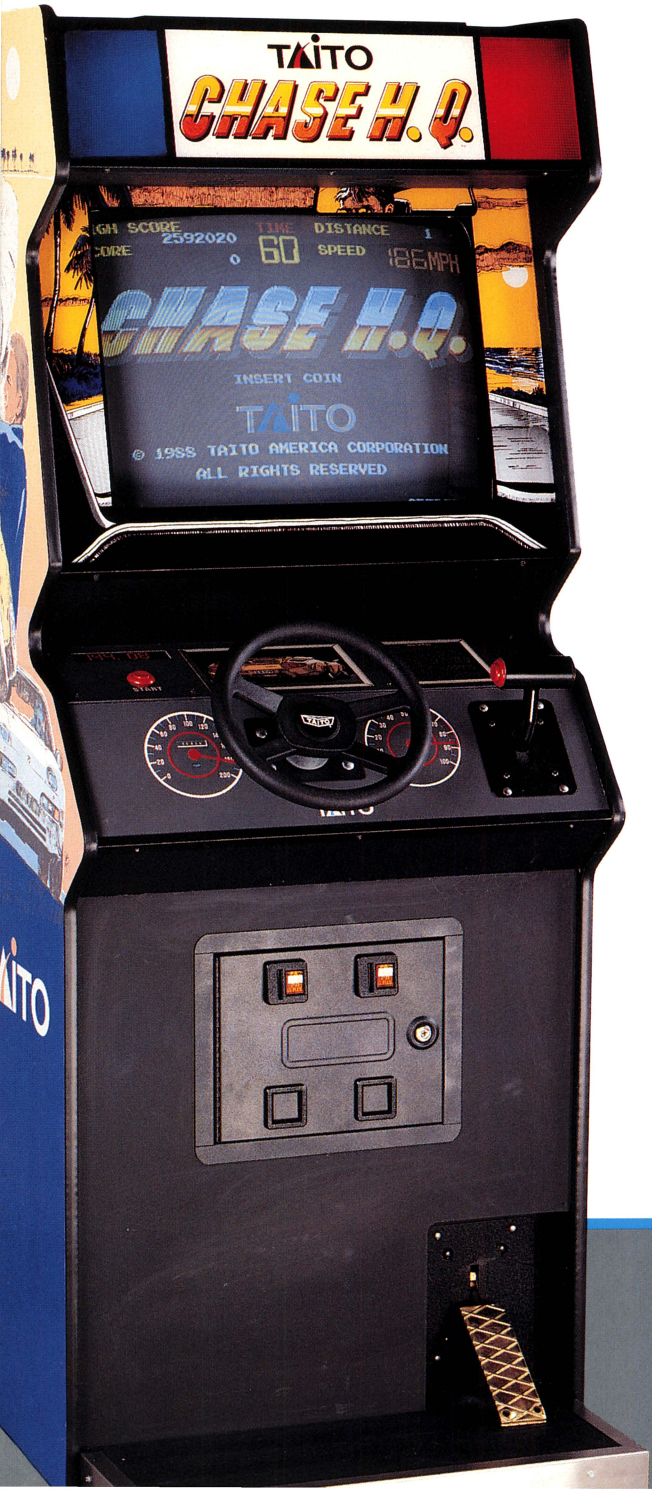
144.08 MHz
SIGNAL
CALL
BUSY
CHANNEL
VOLUME
SQL
TONE
BRIGHT
COLOR

The target vehicle is a white British sports car.Over.

The player joins special detectives Tony Gibson and his partner Raymond Brody in their turbo powered sports car chasing and apprehending some of the world's most wanted criminals. The chase begins with a radio transmitted message from headquarters. Once having received the orders, the player takes off in his turbo-powered sports car, using radar and the occasional assistance of a helicopter to locate the criminal. Radio messages from headquarters are heard throughout the chase to assist the player with helpful hints and comments on his performance. An on-screen timer displays the time limit given to apprehend each criminal.


TAITO
CHASE H.Q.
SCORE 2592020
SCORE 0
TIME 60
DISTANCE 1
SPEED 186MPH
CHASE H.Q.
INSERT COIN
TAITO
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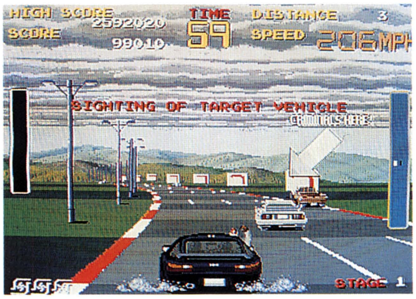
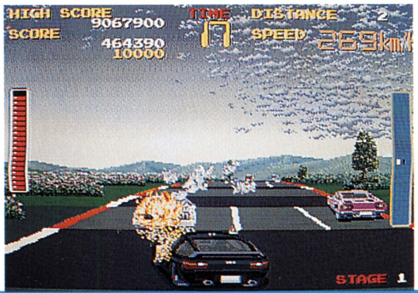
START

Once the criminal's car is sighted, the lights begin to flash, the siren is sounded and the timer is extended.


HIGH SCORE 2592020
SCORE 98010
TIME 59
DISTANCE 3
SPEED 206MPH
SIGHTING OF TARGET VEHICLE
CRIMINAL'S CAR
STAGE 1

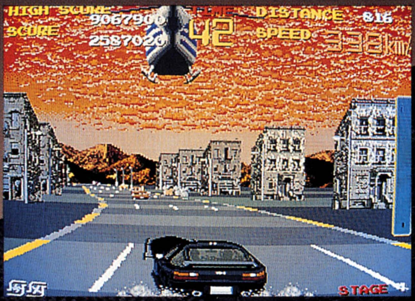
To successfully apprehend the criminal, the player must repeatedly crash into the criminal's car, completely immobilizing it. A gauge indicating the amount of damage to the criminal's car is displayed on the left side of the screen. With each hit, the measure on the gauge is increased. When the gauge is full, the car stops and the criminals are arrested.


HIGH SCORE 9067900
SCORE 464390
10000
TIME 17
DISTANCE 2
SPEED 269km/h
STAGE 1

DIMENSION: 25 INCH: 27⅝" W
29¾" D
72" H
19 INCH: 23⅞" W
29¾" D
72" H

If all this sounds easy . . . think again! Taito America's CHASE H.Q. offers the player a challenge never before seen in any driving game. It's a race against time with the safety of the world at stake!

And if the player runs out of time, he can continue the chase with CHASE H.Q.'s Continue Play Option.


HIGH SCORE 9067900
SCORE 2587020
42
DISTANCE 816
SPEED 338km
STAGE

POLICE DEPARTMENT
GENERAL REPORT FO
OFF. CODE
9146
TIME OF OCCURRENCE
DATE & TIME POLICE ARRIVED
JIM EDGAR SECRETARY OF STATE
05-11-91
HOSP.

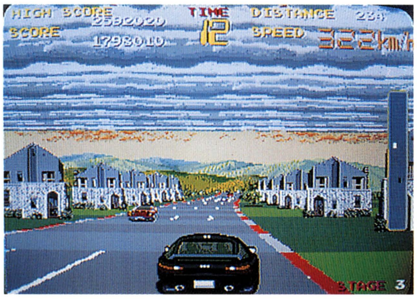
"Blaaam . . . Baaang . . . Booom . . . He was getting away . . . we cracked him again and again . . . we hit the Turbo and slammed into him one last time . . . we got him . . . his car was on fire . . . he had no choice but to stop. . . ."
DETECTIVE TONY GIBSON

TAITO

How To Play:

- The player is driving an unmarked patrol car and must chase and apprehend various criminals according to headquarter radio contact.

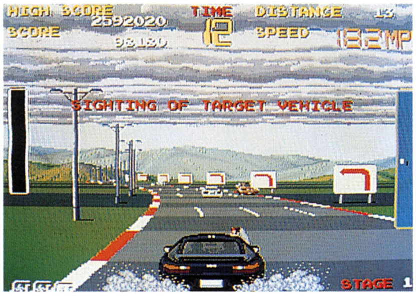
- CHASE H.Q. is different from previous driving games in that the player must do more than win a race. He must locate the target vehicle, catch up to it, and put it out of commission by repeatedly crashing into it.

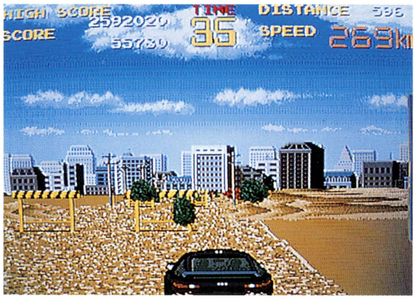

HIGH SCORE 2592020
SCORE 1798010
TIME 12
DISTANCE 234
SPEED 322km/h
STAGE 3

- The distance from the suspect car and player car is shown on the map at the right side of the screen.

- When the player has caught up to the suspect car, the dome light is placed on the patrol car, the siren is sounded and the timer is extended.

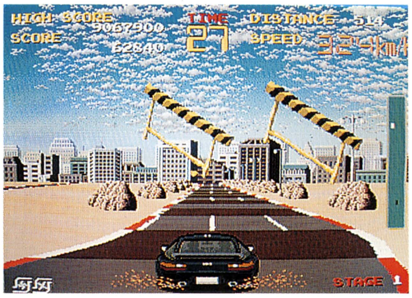
- During the extended time period, the player must continuously crash into the target vehicle until the damage meter on the left side of the screen has indicated the vehicle is immobilized.


HIGH SCORE 2592020
SCORE 98180
TIME 12
DISTANCE 13
SPEED 182MP
SIGHTING OF TARGET VEHICLE
STAGE 1


HIGH SCORE 2592020
SCORE 55730
TIME 35
DISTANCE 596
SPEED 269km

- The player is given 3 bursts of turbo charge in each round which is activated by the shift knob button. The game ends when the timer reaches zero or the player has cleared all five rounds.

- The player may continue the game with CHASE H.Q.'s optional "Continue Play" feature.


HIGH SCORE 9067900
SCORE 62840
TIME 27
DISTANCE 514
SPEED 324km/h
STAGE 1

Explanation of Rounds:

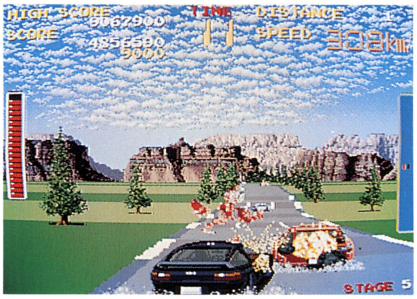
Round 1. . . . White Sports Car

Round 2. . . . Yellow Sports Car

Round 3. . . . Silver Sports Car

Round 4. . . . Blue Sports Car

Round 5. . . . Reported as Unknown!


HIGH SCORE 9067900
SCORE 4856690
5000
TIME 11
DISTANCE 1
SPEED 308km
STAGE 5

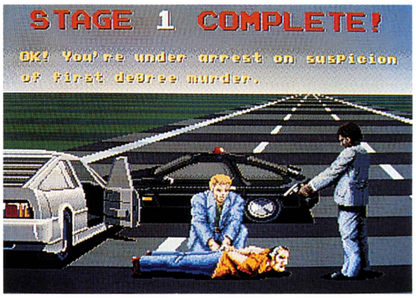
Play Hints:

- Avoid contact with vehicles other than the suspect cars. Contact with other cars or running off the course will result in the loss of crucial time.

- Bump the criminal's car from inside the curves. Bumping from outside will cause the player's car to spin out.

- When Nancy at Chase Headquarters announces that time is running out, the player has 10 seconds to overtake the criminal. Save your Turbo Charge and use it here.

- Crash the suspect car on the sides rather than the rear end as crashing from the side causes more damage.


STAGE 1 COMPLETE!

OK! You're under arrest on suspicion of first degree murder.

TAITO

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WALLY BOHRER

by Christopher Caire

For the AMOA show issue, Play Meter traditionally interviews the outgoing president to get his views on the industry after spending a year traveling the country visiting state shows and talking with operators as AMOA president. Wally Bohrer says the friendships and keen insight into the problems of individual states has been invaluable.

Wally has been in the industry for 25 years. Like many successful operators, he started out buying a few jukeboxes and placing them in locations. Soon realizing that he wanted to make the coin-op industry his career, he seized the opportunity of buying an established operation that had become available. That company, Hastings Distributing Co., grew with the addition of other routes. Although he operates over a thousand pieces of equipment, he considers himself a medium-sized operator.

Bohrer is the father of eight, but in his case it isn't "eight is enough". A more fitting description would be "eight is essential", as his sons and daughters, along with his wife Pat, run the Bohrer family's four businesses.

His presidential duties keep Bohrer ever on the move. We caught up with him in Washington, D.C. on a recent morning, where he was doing what he does best: lobbying congressmen and senators on behalf of the AMOA and the coin-op industry itself.

Wally Bohrer

Since it's the hot topic in the industry right now, I guess the best place to start would be the Red Baron/Taito decision. What are your views on the ruling and the issue of parallel boards in general?

My thoughts have been the same all along: it's unfortunate that the time, effort, and money that was spent on that subject probably could've gone to better the industry rather than tear the industry down. I have a problem with an industry, whether it's the coin machine industry or any other industry, that has within their own ranks investigation and enforcement on something that turns out may not be illegal.

There's been so much damage caused between operators, distributors, and manufacturers through this one subject that was really instigated by the Japanese manufacturers, who seem to have an ulterior motive to start operating here more so than the U.S. manufacturers. Yet not once have you heard a U.S. manufacturer taking the side of AAMA or of this situation. It's always just a few manufacturers from Japan.

How do you now see the role of the distributors following the decision?

I was on the phone with one this morning, and he told me, "All I want to do is make sure the operators survive. As far as I'm concerned, the perpetuation of the operating business makes my business healthy. If parallels are legal, I want the right to be able to sell parallels." That comes from one of the major distributors in the country. All they want is a smooth industry, and I think we all want that.

I came into the presidency playing the role of peacekeeper, because of the namecalling and lawsuits between (Dick) Hawkins and the manufacturers. You can't have that kind of thing going on if you want the industry to move forward.

How has this case affected the relationship between AAMA and AMOA?

Needless to say, AAMA's and AMOA's positions are not always the same and never will be. Operators have to be concerned with the perpetuation of their business, and AMOA's mission must be in preserving the operating business. If AMOA recognizes that there is a threat from another country that wants to force changes in the operating business here to the same type of situation they may have, then we have to get our back up a little bit.

We had a meeting with AAMA the day after AMOA sent a letter to (Sen. Orrin) Hatch saying we have to take care of our operators. It was a letter for lobbying to Hatch to let him know what the effect of the parallel issue would be if the law were to go through as he suggested. Although we have a right to do that, AAMA did not like the letter.

What are some programs that AMOA is working on, things that you can point to as accomplishments during your tenure as president?

One thing I should bring up that hasn't gotten enough attention is the threat to cigarette machines throughout the country. There are five states now that have introduced legislation to ban them. We're taking a more active role in assisting our members in defending their right to continue to use cigarette vending machines.

Our investigations into insurance for risk retention helped us find out that operators have been in the wrong category. They were always categorized as "vendors", which was the third highest liability in the country. We were successful in getting that changed to a "coin-operated amusement device" category. This lowered everyone's insurance throughout the country dramatically. We're continuing to look for the best insurance alternatives for operators.

What about education programs?

When I came on as president, I suggested that there were a lot of small operators that didn't have the financial capabilities or the time to send their people to a seminar in Chicago or somewhere else too far away. It came through loud and clear, from surveys we sent out, that our members wanted AMOA to offer more meaty seminars in regional locations. We came up with the idea of regional seminars, and it's come off very, very well.

We had the first one in Atlanta, and I'm going to be speaking at others in Philadelphia and California. It looks like we have full houses at all of them. A good association should be worried about education.

Has any progress been made on standardization?

That's been coming along good. Our chairman, Craig Johnson, meets with the manufacturers to give them our input since we're out on the street working with that equipment. In many cases now the manufacturers will put the light switches in the same place, use the same size sockets, and that type of thing. This saves the operators money in the long run.

There's been some talk in the industry about the advantages of going to a dollar coin. What are your views?

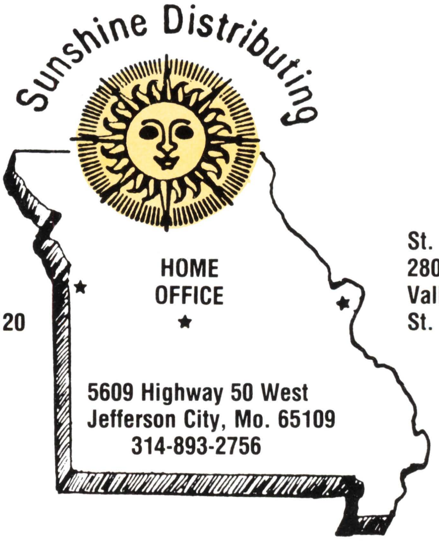
We were successful in getting a hearing with legislators on the dollar coin; I think it'll be right after the first of the year. But this is not a short-term project. Once the government makes a mistake as serious as they made with the Susan B. Anthony coin, it's going to be a difficult thing to turn around. It was an embarrassing thing for those legislators originally involved; they have billions of dollars in the coins stored that collect no interest and are not in circulation. Frankly, they don't know what to do with them. But I see some progress, and I would honestly say we're two years away.

While were close to the subject, let's talk about the Washington Conference and its importance to operators.

We've had three very successful conferences. There isn't an office in Washington that doesn't know about the coin-operated amusement business today. They did not know about it two years ago. We invite the staff people and the legislators to play games and rub elbows. Last year, we had the pinball contest that resulted in a lot of talk around Washington. In fact, Dan Quayle played in it. It created awareness for our industry; all of a sudden we're not the same guys in black hats anymore.

Also, when we started having these conferences, we decided to make them more family-oriented to show the legislators that we're a family-oriented business. Consequently, when all the legislators' children

Sunshine Distributing



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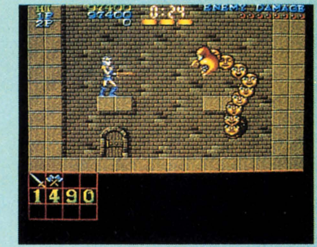
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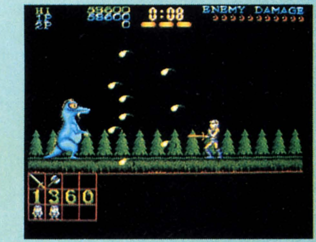
1490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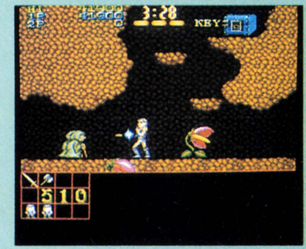
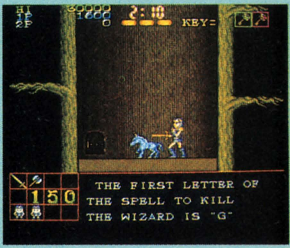
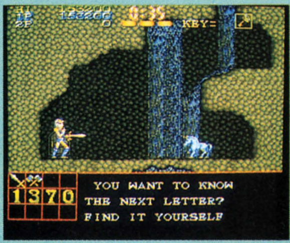
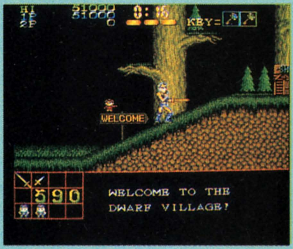




THE FIRST LETTER OF
THE SPELL TO KILL
THE WIZARD IS "G"



YOU WANT TO KNOW
THE NEXT LETTER?
FIND IT YOURSELF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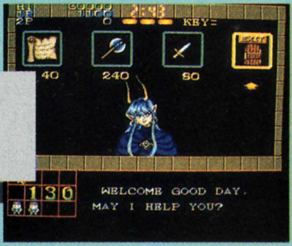
WELCOME
590

WELCOME TO THE
DWARF VILLAGE!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come down and leave with stuffed animals from the cranes, they'll remember that. One legislator told me, "My kid said to make sure we go next year!" The thing is, that spreads in Washington. It shows that coin machine operators are real people. This, along with our jukebox commemorative resolution that we've introduced, has done so much good for us that I don't know how we could've done any better.

It's a three-day affair. We have meetings, do some planning, and help people who haven't visited with their legislators before on how to visit them properly. We do the actual visiting on the second day with the legislators or their staff people. Then that evening, we invite them to a reception, play a few games, and have a few contests. Last year, there was a considerable sum of money given away to the charities of their choice if they won their pinball tournament. So, as I say, if there's a better way to do it I certainly wish someone would tell me 'cause we'll sure try!

The AMOA show is moving to Atlanta in 1989. Is this move permanent, or will there be a rotation among other cities similar to what ACME is doing?

> *"All of a sudden we're not the same guys in black hats anymore."*

This year's show will be in Chicago, followed by Atlanta, Anaheim, California, and Orlando, Florida. We haven't planned that fourth year out yet because we want to take a look at the results in Atlanta. Possibly, we could return to Chicago because some of the manufacturers still like for us to come there.

But is there any particular reason to rotate cities, to "put the show on the road," so to speak?

Yes. We haven't been out to the West Coast. We think with California being as large as it is and with as many operators as they have, we ought to go to them once instead of them coming to us. If it works, it may be that we go out there every fifth year or something like that.

How has the AMOA National Dart Association caught on three years after its inception?

It originally started because here in the Midwest there are a lot of dart players, and with our long winters, people look for things to do that are inside. The association has been quite successful; the Japanese have come aboard with us, and the Australians are talking about affiliating.

There is a remarkable difference in the public's attitude of operators who operate these leagues, compared to the ones that don't. The reason is because you get involved with the end user, the guy who's putting the quarter or dollar in the machine. Once again, the black hat comes off and the white hat goes on. The locations have a difficult time getting rid of you when you're helping their business, bringing customers in continually, and helping their cash register.

Let's move on to the jukebox. The current licensing fee is $63, with the current agreement due to expire in 1989. What do you think about the fees and in what direction do you think they'll move?

There's less than 10 percent of all the owners of jukeboxes in this country today that register their jukeboxes. [*Wally was referring to individuals who buy one jukebox for their own businesses; he's not talking about operators.*] This resulted in the laws that the copyright people forced on us because more people than ever have bought their own jukeboxes. They know they won't have to register because they know the copyright office won't go after them for one jukebox.

If less than 10 percent of the citizens of our country filed income tax, believe me, the Congress would do something about it rapidly. So don't we then have a right to ask Congress to help us with this unequal law? More than 95 percent of AMOA members comply with it.

The Berne Convention would present a problem to the jukebox operators inasmuch as it's still another copyright society coming after us. Fees could be set at maybe another $50 if the operators wanted to use any European music.

As for the current $63 fee, it can't increase anymore than the cost of living, according to the law. Needless to say, we're in there battling for the operators because we think even $63 is too high. If everyone paid their fair share, those throughout the country that use jukeboxes, it probably could go down to $30.

Another argument I gave the copyright office was that the average jukebox operator puts somewhere between $120 to $150 worth of records a year in each jukebox. The cost of producing that record is in that $120 to $150. So are the three levels of distribution and the copyright societies' royalty that goes to the writer. How do they have the right, then, to ask us for $63 just for the ongoing performance? It doesn't really make sense.

The 100th anniversary of the jukebox has stirred a lot of excitement and focused attention on the jukebox. What do you think about it all?

I have never seen anything take off as fast as our jukebox commemorative efforts. We were in Nashville last May, where we called in the entire music community of Nashville and all the record manufacturers in the United States for a reception. There were 350 people there, and we let them know what we intended to do. It resulted in a wave throughout this country of the celebration of the 100th anniversary. The Associated Press picked up an article talking about the anniversary that ran in 850 newspapers. K-Mart is making some inflatable jukeboxes that it's going to put in stores recognizing the anniversary, hoping it'll increase their record sales.

> *"I have never seen anything take off as fast as our jukebox commemorative efforts."*

I could go on and on, but my point is if anything ever worked, this marketing effort has. To prove that, for the first time in years the registration of the jukeboxes in the copyright office in Washington, D.C. is up by five or six thousand from last year. This shows people are starting to put jukeboxes back in again; we've turned the corner.

We have 150 of the necessary 218 cosponsors in Congress to get a National Jukebox Week declared. Congressman (Robert) Kastenmeier is going to make a plea on the floor next week, asking those that want to go along with it to call his office. Let's hope that works and we get our 218.

What do you think about the newer technology that's come to the jukebox, namely CD and video jukeboxes?

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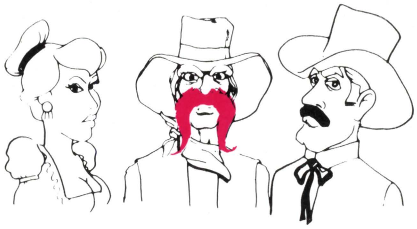

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I think the CD jukebox has been a real shot in the arm for the industry. The reproduction of the sound and the ability to have a lot more music on the jukebox has helped a great deal. I am concerned about one thing: without mentioning any names, I've had a lot of calls from throughout the country that one of the jukebox companies is going to a direct-sale basis. They're selling five jukeboxes to a group of five taverns, for example. Also, they're selling them to radio stations, which in turn are putting jukeboxes into a tavern along with free advertising for that year.

Once again, we've got a threat in the operating industry. It's up to AMOA to stand up and fight those threats. It's unfortunate that AAMA takes the position that we shouldn't do that.

As for the video jukebox, I really don't see a lot of activity with them around the country. There's certain spots where some people have shown interest in them, leave them in for a while and then take them out again. But CDs and even newer technology certainly will keep the jukebox around forever.

If I were to ask you to name one specific accomplishment that you can look back on with pride, now that you are about to end your year as president, what would that be?

You know, if you wait until the year that you become president to try to accomplish something, you've lost. These programs that I've had the opportunity to emphasize during this year of traveling around are ones I had worked on the previous three years, along with upcoming people. But I'll tell you one thing I started during my term as president: a new committee called The Truth in Amusement Committee.

This committee is composed of some high-powered people in our industry. The purpose is to see if we can suggest some model legislation for coin-operated amusement gaming equipment. In the United States today, the American public has gone to the "risk-reward" type of amusement. They'd rather go to the racetrack, play a state lottery, go to Las Vegas, and so on. That's the type of amusement they like, and who is in the amusement business: we are. If anyone can do it better, we can.

I'd like to point to Montana as an example. As far as I'm concerned, they're the only state that's done their legislation homework right. Montana is a state of 600,000 people; their lottery this last year showed a bottom line of $1.3 million. Their coin-operated amusement law, which they introduced a little over a year ago, showed the government $13.5 million. You tell me who does it better. In turn, you're letting people have jobs and pay taxes in the free enterprise system, rather than creating a bureaucracy that sucks up money. The state officials in Montana think the coin machine operators are the best thing since sliced bread.

I'm looking forward to being the AMOA government relations chairman for the next three years, because if I do have a talent I think I can offer, it's in my lobbying efforts in Washington and around the country.

As a final question, what advice would you have for operators to improve their profits and do a better job overall?

If you wanted to be a better cook, I think you'd probably buy a good cookbook. If you wanted to be a better engineer, you'd study up on it or go talk with a successful engineer. And if you want to be a better operator and make more money, you ought to lean on the successful operators and learn how they got to be where they are.

I'll tell you where my reward really lies: having the opportunity to spend time with these high achievers throughout the country, some of these self-made millionaires. There isn't anyone that'll share their success faster than someone who's been successful; they're glad to let you know how they did it. There is a common thread among all of them: if the word "honesty" was not in the dictionary, these high achievers would invent it and put it in there. They don't take the attitude of "I'm going to do it to you before you do it to me." You won't get anywhere thinking like that.

Besides that, go to the AMOA show, go to the seminars, and take advantage of what's out there. ☐

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AMOA officers, l to r: Jack Kerner, Clyde Knupp, Wally Bohrer, and Jim Trucano.

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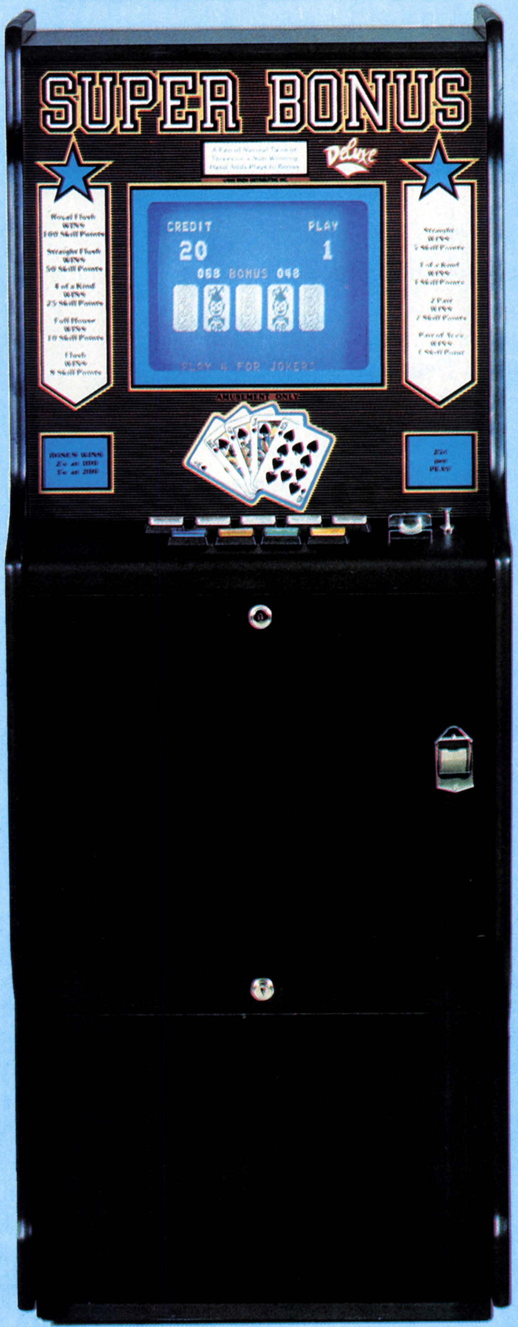

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A fond farewell to Chicago

by Bonnie Theard

Okay, everyone, it's your last chance to pig out on barbecue ribs at Carson's, steak at Eli's, seafood at Nick's Fishmarket, and pasta at Gene and Georgetti's. This marks the last year that AMOA will host its annual exposition of music and games in Chicago, a Midwestern mecca for the coin-op industry in recent years.

Chicago is home city to all the pinball manufacturers and some of the video and jukebox companies. Their staff members will still be able to enjoy the sights, sounds, and foods of Chicago. But the average Joe in the business will miss the variety of Chicago's culture, entertainment, and restaurants.

It's time to move on to a new location in 1989, Atlanta to be exact, for some southern fried hospitality as well as southern fried chicken. The AMOA Expo will take to the road after that, sampling other cities across the nation and affording operators from all over the country a chance to have the Expo closer to home.

Cyclists travel along Lake Michigan.

The Water Tower, famous Chicago landmark.

Since this is a farewell to Chicago, let's focus on its virtues. Among the first things to impress a Chicago visitor are the large sculptures scattered about the downtown area. Names like Alexander Calder and Pablo Picasso go with these sculptures that dot the business center's landscape and provide a break from the norm, immediately indicating a forward thinking community.

Food for the mind comes in the form of the cultural Chicago, one that offers the Museum of Contemporary Art, the Art Institute, the Museum of Science and Industry, the Chicago Academy of Sciences, the Adler Planetarium, and the Field Museum for starters.

Animal lovers enjoy the Lincoln Park Zoo, a 35-acre park in the middle of the city. It offers penguins, waterfowl, sea lion pool, bird house, mammal house, great ape house, and children's zoo and nursery. The John G. Shedd Aquarium offers special exhibits, a dazzling array of fish, and the Coral Reef Exhibit that includes over 300 Caribbean reef animals. The Brookfield Zoo houses over 2,000 animals in natural settings, from a tropical rain forest to an inland dolphinarium. Steam trains circle the park for a pleasant touring experience.

Space exploration is possible at the Henry Crown Space Center, adjacent to the Museum of Science and Industry. Its Omnimax Theatre provides vicarious space travel with a film of inflight sequences taken by astronauts during three different Shuttle missions. Now that a successful Shuttle launch and landing has renewed interest in the space program, a visit to the Space Center would certainly rate high on the "points of interest" list. Visitors may also view Mercury and Gemini spacecraft plus the Apollo 8 Command Module.

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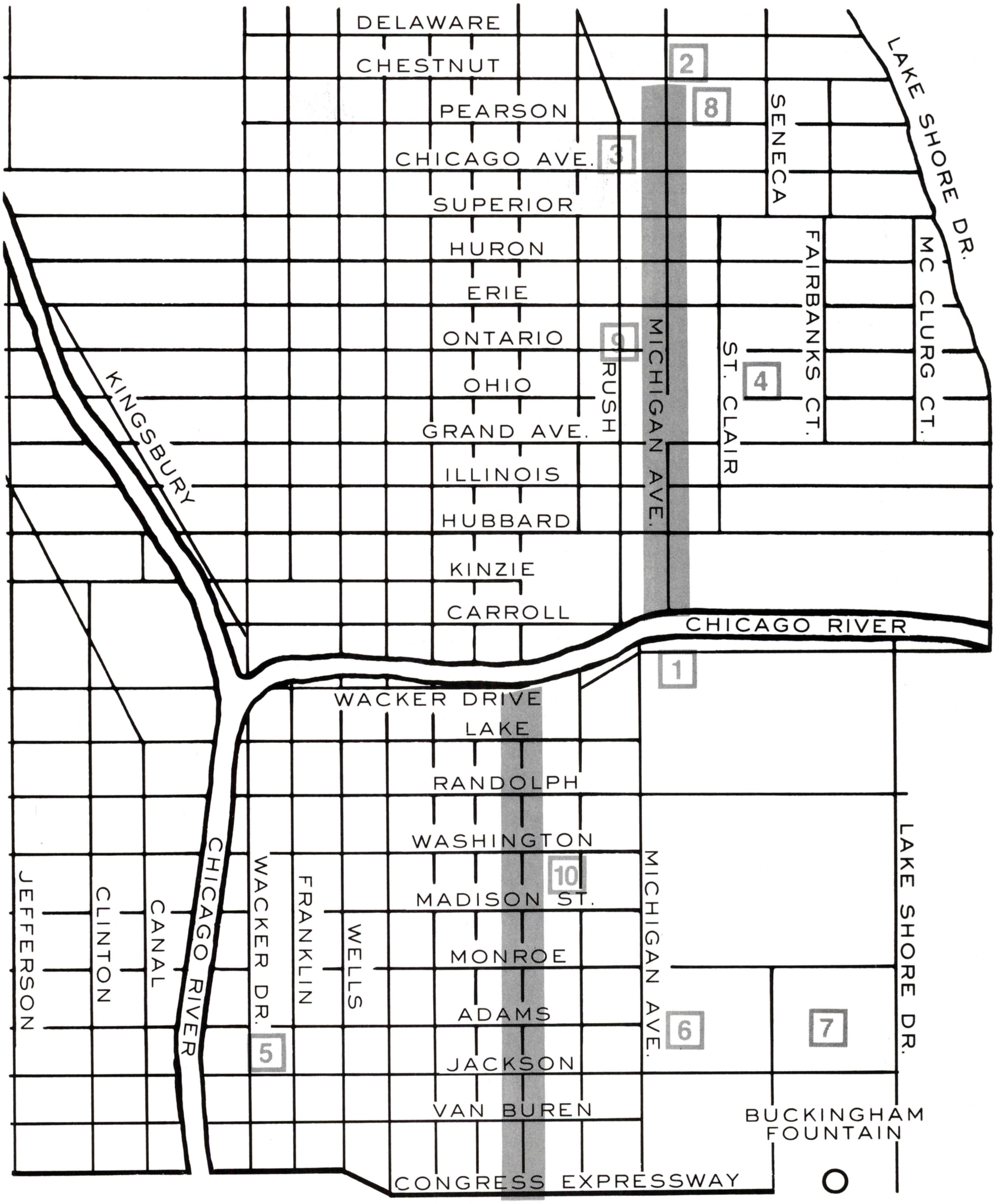
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VISITORS GUIDE AND POINTS OF INTEREST:

1	**Hyatt Regency Chicago**	7	**Grant Park**
2	**John Hancock Observatory**	8	**Water Tower Place**
3	**Water Tower Visitor Center**	9	**Magnificent Mile** **(along N. Michigan Ave. to Carroll St.)**
4	**Museum of Contemporary Art**	10	**State Street Mall** **(along State St. from Wacker Dr. to Congress)**
5	**Sears Tower**		
6	**Art Institute of Chicago**		

Auguste Rodin's sculpture of Adam at the Art Institute.

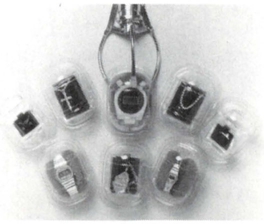
such as Saks Fifth Avenue, Marshall Field and Co., Lord and Taylor, I. Magnin, Tiffany and Co., Gucci, and Bally's of Switzerland. Dedicated shoppers can spend the afternoon in Water Tower Place, on the Magnificent Mile along North Michigan Avenue, or at the State Street Mall along State Street.

Chicago's lakefront covers 26 miles along Lake Michigan and is accessible to visitors and residents. Cyclists enjoy traveling the miles of marked bicycle paths and an opportunity to retreat from the harried pace of the city's core.

A blend of ethnic neighborhoods has created a true melting pot and brought the flavors of many European and Asian countries to the restaurants in and around the city. Choices range from French to Italian, Chinese to Greek, and Japanese to German. There are far too many excellent restaurants to try to compile a list. Frequent Chicago visitors already have favorite spots in mind for a final stop and one last morsel of a special dish. The hectic show schedule sometimes does not allow for too many ventures away from the immediate hotel area. Whether staying in the mid-town area or sampling restaurants outside the Loop, AMOA attendees will never lack for a memorable meal.

After-show cocktails can be combined with quiet conversation at many Chicago night spots that offer hors d'oeuvres or late night dining to go along with music. And the music ranges from folk to blues, flamenco to classical, and country/western to jazz. One tourist guide magazine recommends no less than 43 nightspots!

Chicago also offers traditional and legitimate theatres, a city ballet and symphony orchestra; and sporting events in the form of the Chicago Bears, Chicago Cubs, and Chicago Blackhawks.



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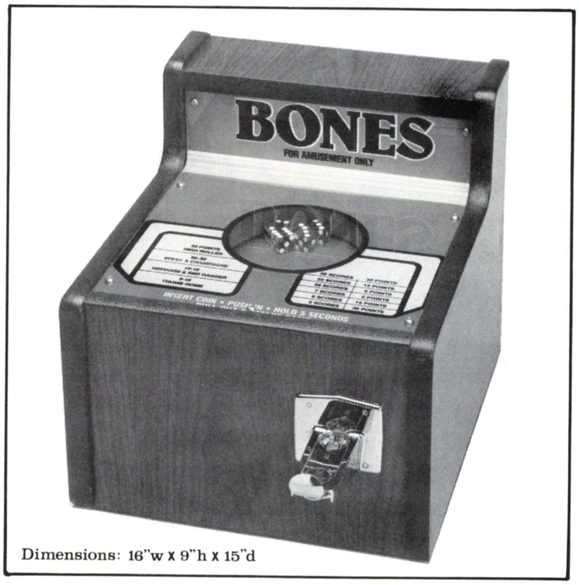

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The city is also known for the early career of one of America's most notable architects, Frank Lloyd Wright. He was a resident of Chicago for 20 years and designed 25 buildings in the area. His Robie House at the University of Chicago is considered a masterpiece. A walking tour of his home and studio are available.

The city also claims the world's tallest building (110 stories high), the Sears Tower, that offers a stunning view. And the John Hancock Center affords a remarkable 360-degree view of the surrounding area.

Where else could you combine such diverse activities as walking along Lake Michigan, visiting the shops and restaurants of unique Chinatown, touring the Quaker Oats Test Kitchen, browsing through art galleries, and stopping at a conservatory?

Energy for the mind and the body can be found in Chicago. Almost 600 periodicals and newspapers are published here. The Chicago Board of Trade, the world's largest commodity exchange, is in the financial district. Still another "world's largest," the Buckingham Memorial Fountain is located in Grant Park on Columbus Drive.

An interesting combination of art and science, the city is a combination of well-cared-for neighborhoods that surround the central city. It is home to famous citizens like Mike Royko, Chicago Sun-Times columnist, and Ernie Banks, Hall of Famer known as "Mr. Cub."

For the coin-op industry, Chicago has been a central gathering spot for operators, distributors, and manufactures from the United States and overseas. Like this city that's the hub of mid-America, AMOA expositions have been the hub of amusement

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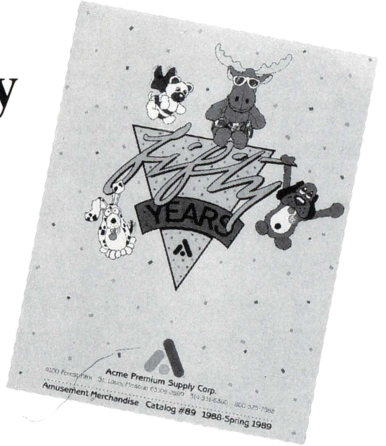
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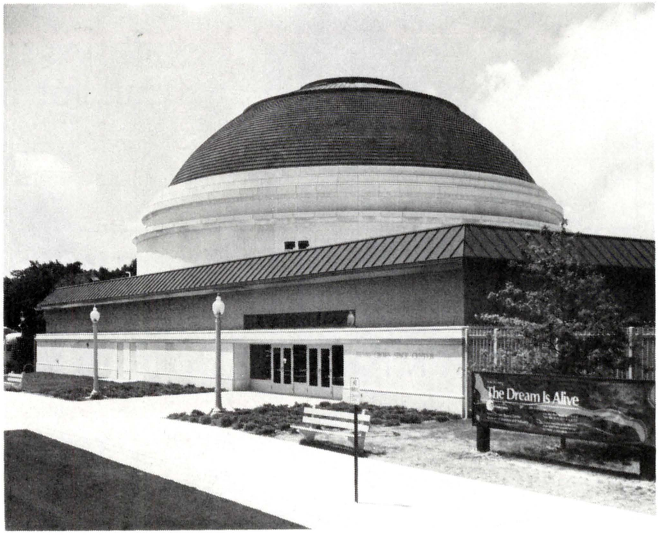
The Adler Planetarium.

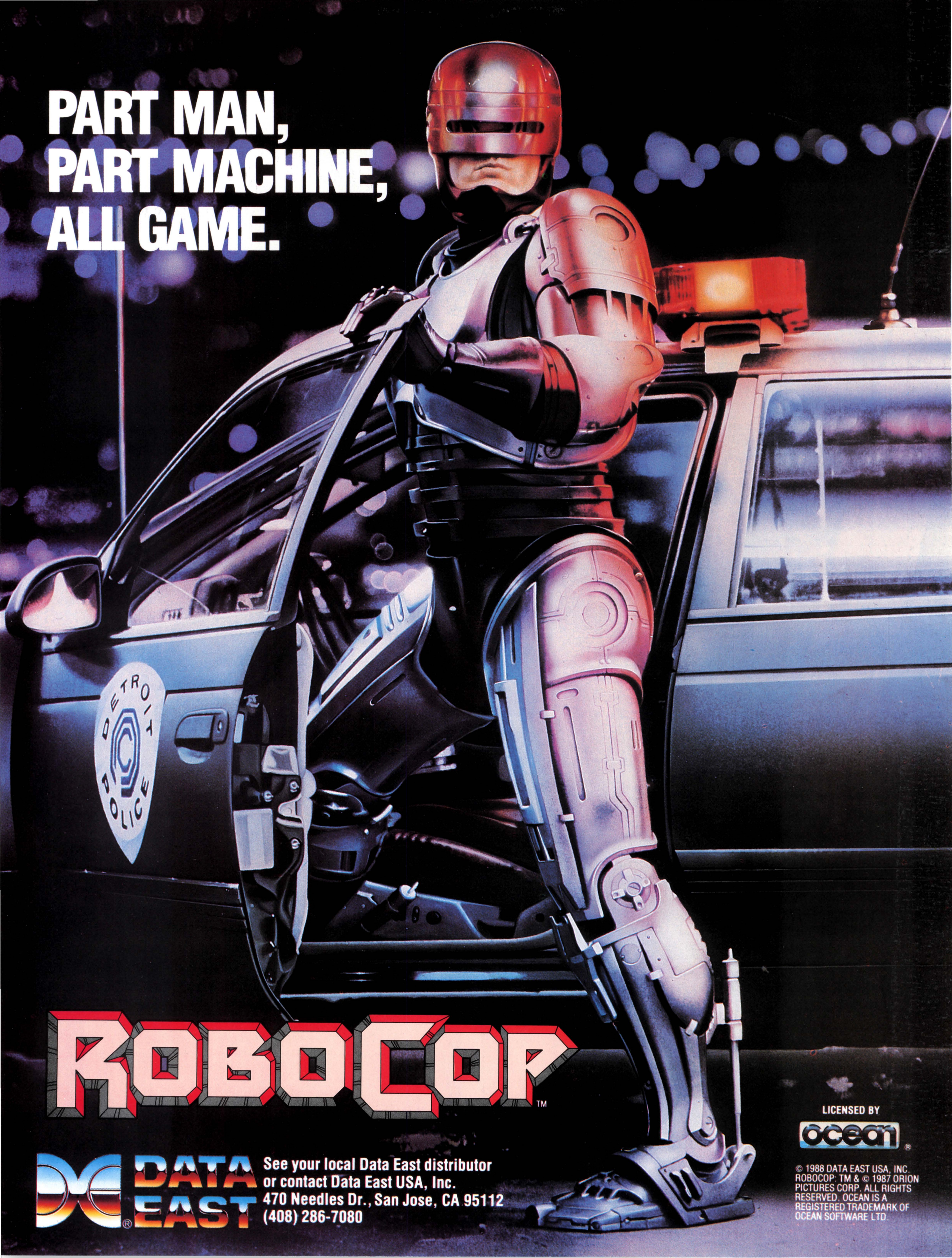
game activity and a showcase of the latest technology. No matter what city is chosen as host city, AMOA's biggest event of the year will always be considered a top priority in the industry.

The city has provided a backdrop for warm memories of people and places associated with the many past MOA and AMOA conventions. Faces of industry giants now gone and companies folded blend in the mind with the "highs" and "lows" of this topsy-turvy, hit-motivated business. It's been fun, Chicago. You've been a good host. We'll see you again when ACME brings its show to Chicago in 1990. □

Pablo Picasso sculpture at the Richard Daley Center Plaza.



Omnimax Theatre at the Henry Crown Space Center next to the Museum of Science and Industry.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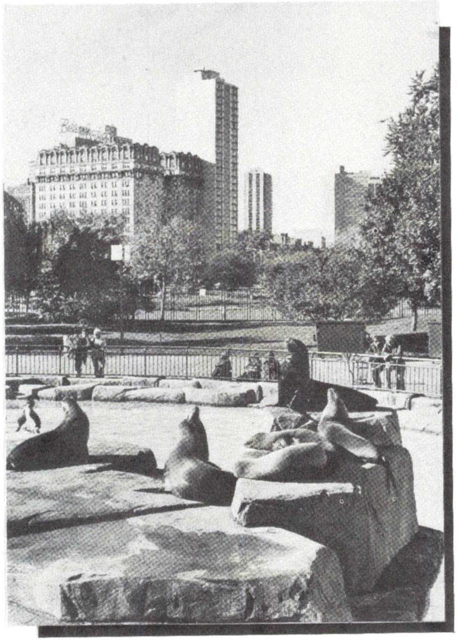
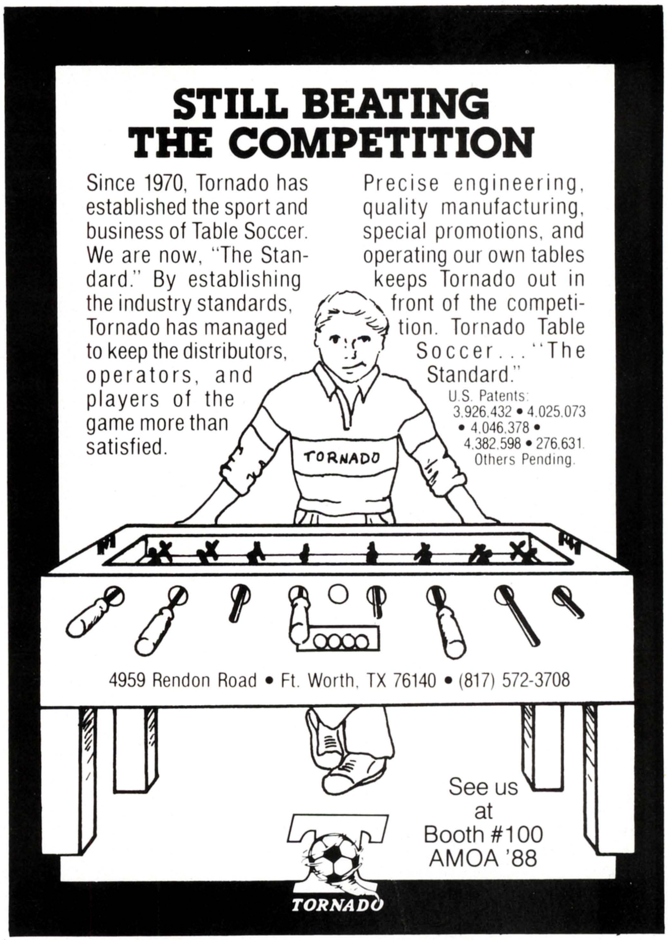
Coral Reef exhibit at the Shedd Aquarium.



Lincoln Park Zoo's seal pond.



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Stealing a look at AMOA surprises

In order to get to the nation's midsection, specifically, the city of Chicago, a lot of people have to travel a long way. Europeans and Japanese cross oceans to get there, not to mention folks from the four corners of America.

But for three days in early November, they don't mind. Who's "they?" Operators, distributors, and manufacturers, of course. In this wonderful world of coin-op, nothing gets the blood to racing like the AMOA show, our industry's version of opening night on Broadway.

The question on everyone's lips: who is going to unveil 1989's smashing successes? Conversely, which ones are the clunkers? We here at Play Meter aren't predicting either; however, we do have a list of some of the things you'll see displayed at the show.

Video games

Atari Games has a trio of videos planned for AMOA: *Assault, Cyberball* and *Final Lap*. Data East checks in with *RoboCop*, which was licensed from the movie; while Jaleco offers *Legends of Maki*, a traveling adventure story game kit.

From Fabtek comes *Cabal*, a horizontal kit with a combat military theme. The Leland Corp. hopes to score big with its dedicated vertical video *Team Quarterback*, as does Sega with *Power Drift*.

Sharp Image Electronics has three kits for display: *Red Wolf*, a horizontal, two-player interactive conversion kit; *Rough Ranger*, a two-player horizontal kit that the company has licensed; and *Turtle Ship*, a cartoon-themed horizontal, two-player interactive kit. Romstar plans to "drop in" with *Sky Soldiers*.

Also at the Romstar booth, American Technos plans to show *Double Dragon II* (watch out!) only available in the United States.

Taito is arriving with a new dedicated, upright driving game called *Chase H.Q.*. This game was shown as a sit-down at the recent JAMMA show. Tecmo hopes attendees get a kick out of *Ninja Gaiden*, its two-player kit.

Video Card Games

Deal the cards! Drew's Distributing offers a new blackjack called *Honest Dealer*, while Foxtronix prepares to unveil a new keno machine. Exidy is counting on a winning hand with *Showdown*, its new animated video poker game.

SMS Manufacturing has two poker videos: *Double Dealer* and *Draw 90*; it picked up the latter line from IGT and expects it to be a grand follow-up to the much-demanded *Draw 80*.

Pinball

These three manufacturers hope people "flip" over these new pinball machines: Data East's *Time Machine*, Williams' *Taxi*, and Premier's *Excalibur*.

Basketball Games

Among the roundball exhibitors with new games are Smart Industries with *Shoot to Win II*, a two-player, two station game; Doyle and Associates' *Hoop Shot* with new graphics and color combinations; and Adastra Inc., a new company with collapsible coin-op basketball games.

Novelty

Doyle and Associates are back again, this time with *Bullpen*, another game with new graphics and color combos. Gamemasters is featuring a new coin pusher game and a new cigarette game, while Troy M Enterprises rolls out *Putt Master*, a new nine-hole golf game.

Showcase has a new pachinko-style coin pusher called *Quicksilver*, along with a player interactive lotto game. Wedges and Ledges is displaying a new two-player, wall-styled game.

Darts

Arachnid is hoping for a bullseye with its new *Super 6-Plus* dart game. The Valley Company and Merit Industries will also be exhibiting their dart lines at AMOA.

Cranes and Rotaries

Showcase is bringing something novel in the crane category: *Animal House*, a $2 input crane game where you play until you win; every player is guaranteed a prize. Smart Industries will display two new giant cranes and *Diamond Mine*, a three-player, auto-loaded rotary. Drew's Distributing plans for the *Tiger Paw* crane to leave a lasting imprint.

Jukeboxes

With the 100th anniversary of the jukebox fast approaching, jukebox manufacturers are anxious to display their best and brightest products. And Rowe International has plenty to show. They've got the *LaserStar* dedicated CD jukebox, along with video and nostalgia jukeboxes. As part of Rowe's "Star Series," the *ComboStar* offers both 45s and CDs, while the *RoweStar* handles standard 45s.

Seeburg, pioneers in the current CD jukebox craze, will

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display both its *LaserMusic System* of all CDs and the nostalgic *Classic CD*.

Loewen-America has plenty of models to exhibit: the *Concert 240, Galaxy 200, City 4, City Sound*, and the *City CD-Combo*. They'll also bring one or two other new CD jukeboxes for introduction.

Excalibur
Gottlieb

Miscellaneous

Brady Distributing plans to exhibit *Rene Pierre Foosball* as its table game. As for plush, Brady Novelty is banking on the *PVC California Raisins* and other toy amusements.

The Cummins-Allison Corp. introduces its new *Jet Sort 3000* coin sorter. SMS Manufacturing, meanwhile, breaks out its *Pokerroll* combination video poker and roll down, plus the new *Pop-A-Ball* roll down. Williams is ready to do battle with *Dogfight*, its new shuffle alley.

Finally, among new countertop games, Gamemasters is hoping for a lucky roll with *Bones*, its new countertop dice game. Merit Industries plans to introduce four new LED mini-countertops as well.

This is a mere sampling of what will be displayed by the nearly 200 exhibitors at the AMOA show. This year will be larger than ever; in fact, an extra floor of space was added to accommodate the huge number of requests. See you there! □

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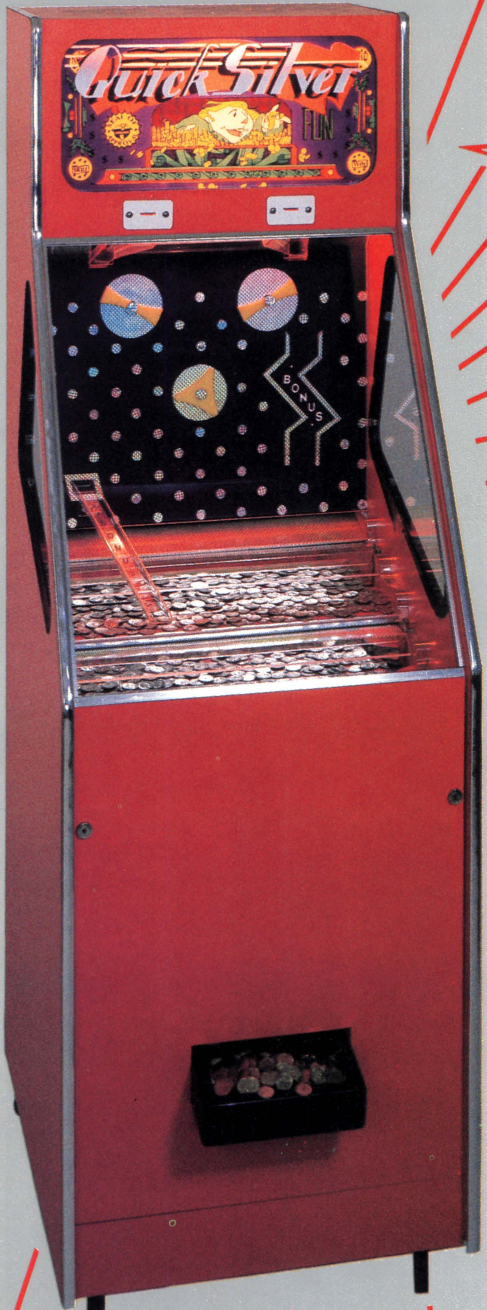

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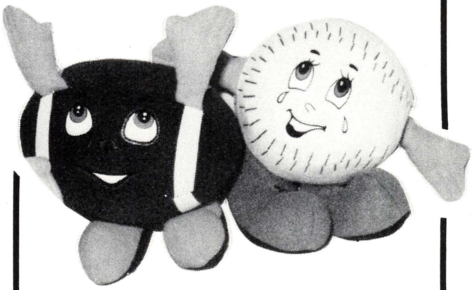
MERCHANDISE MARKET

Variety adds spice to cranes

by Bonnie Theard



We've heard it through the grapevine. Those smiling, wrinkled, purple guys we know and love from TV commercials are now available as crane and redemption merchandise. The California Raisins found on shirts, jackets, pajamas, and toy shelves across the country can hit it big in coin-op. This month suppliers are also featuring sport-themed plush, assorted novelty items, fun digital sport watches, and novelty T-shirts.

Prizes! has the exclusive rights to the "wind up" California Raisins, sold with the company's own "0" foam that makes almost any novelty or jewelry items "craneable." The foam is a reasonable way to place economical items in a crane and make them easy for players to win.

Jewelry items like the digital watch with flowered wristband and novelty pieces like jump ropes all come 144 pieces to a box; priced on the average from 75 cents to $1 each. Assortments change weekly and can include pocket calculators, mini cameras, and many other pieces that add zip to a crane. At press time prices were not yet available on the California Raisins. Contact Prizes!, 800-992-2388 or (714) 891-1710.

Nancy Sales combines the appeal of plush with that of favorite sports in "The Sporties," happy football, baseball, soccerball, and basketball figures with real personality. These come assorted (order #31001) packed 12 dozen to a box and sell for $13.80 per dozen. Any avid sports enthusiast will want to grab one of these appealing little fellows. Contact Nancy Sales Co. Inc., (800) 626-2947 or (617) 884-1700.

HMS Monaco introduces its "Plush Mixer" globe kit that contains 72 capsules of colorful assorted men's and ladies watches, perfect for mixing into plush in cranes. All the watches are fully guaranteed. The clear capsule gives a full view of the product.

In addition, HMS Monaco offers a series of solid brass car keychains that can be packaged in jewelry boxes or rotary cups. Customers of all ages are drawn to these practical and collectible items. Contact HMS Monaco, 800-777-0901 or (212) 691-9000.

Li'l Mort Sales specializes in constantly changing prize assortments in four different categories: novelties, jewelry, Christmas, and combination package. The novelty assortment shown can include mini cameras, keychains, rings, popguns, balls, and more; all mounted on soft foam and wrapped for easy handling in loading and retrieving by game players. Pricing ranges from 50 cents to 85 cents per piece. Contact Li'l Mort, 800-545-6678.

Novelty T-shirts have long been popular items for cranes and **Mardi Gras Plush** adds a new twist to such shirts with three dimensional eye-poppers like these: a large eyeball that says "looking good," a fiery heart that says "heart burn," a protruding nose that speaks for itself as a "nose job," an open mouth with extended tongue saying "ahhh!," a hatchet with the saying "let's bury the hatchet," an enlarged ear with the single word "huh?," and a two-fisted "get a grip on yourself." All shirts are white background and come in sizes small, medium, large, and extra large; $4 each. Contact Mardi Gras Plush, (504) 837-7035.

[*Editor's Note: All suppliers of crane, rotary, and redemption merchandise are invited to send in their latest "hot" item or long-time winner. Any black and white or color photo is fine, or send the item to Play Meter, 6600 Fleur De Lis, New Orleans, LA 70124, attention Merchandise Market. We will gladly take photos for this column. We are dedicated to serving operators and they are always looking for ways to increase player interest in their games. Deadlines are the first of the month prior to publication, example: send in by December 1 to be included in the January issue.*]

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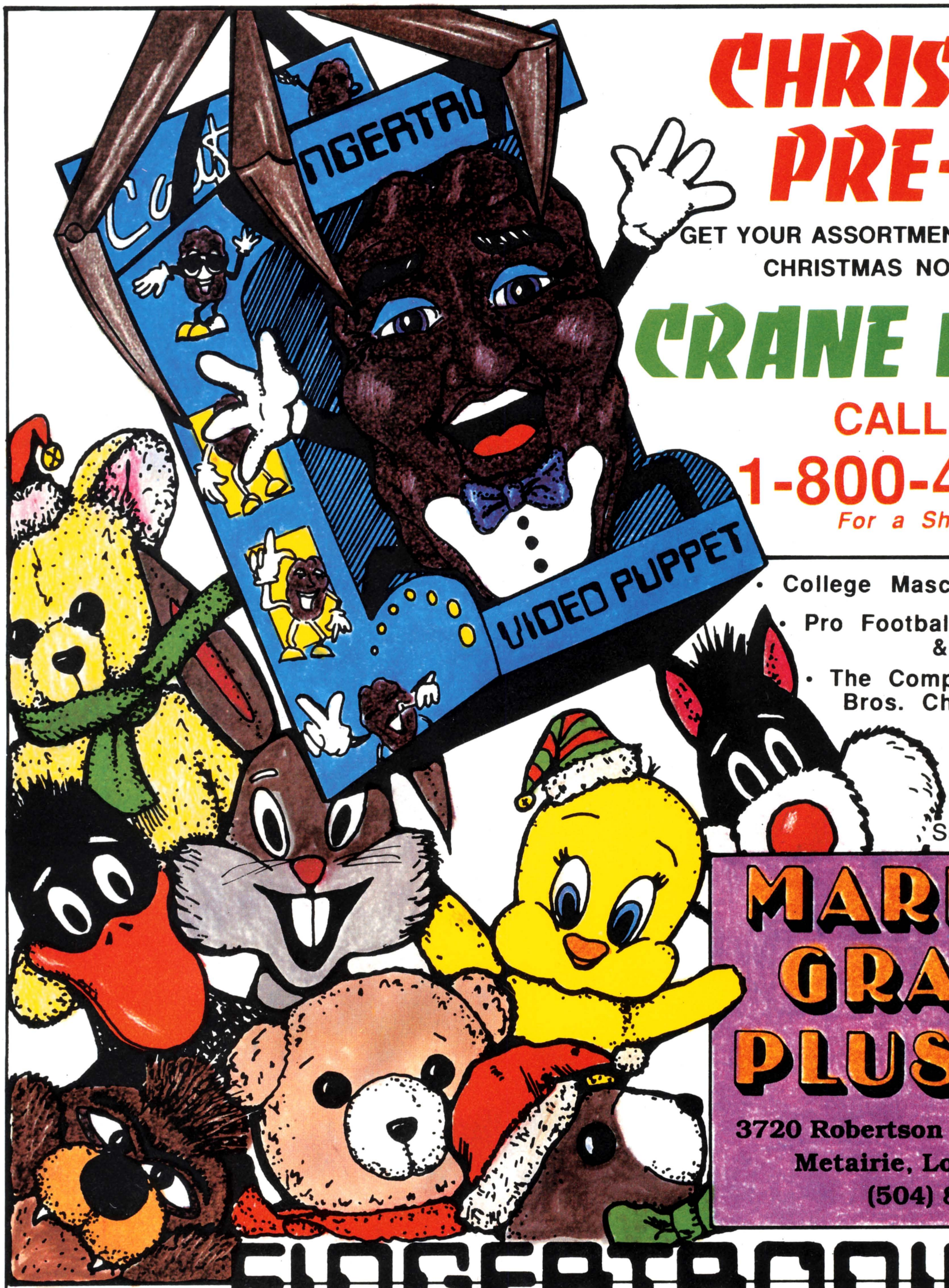

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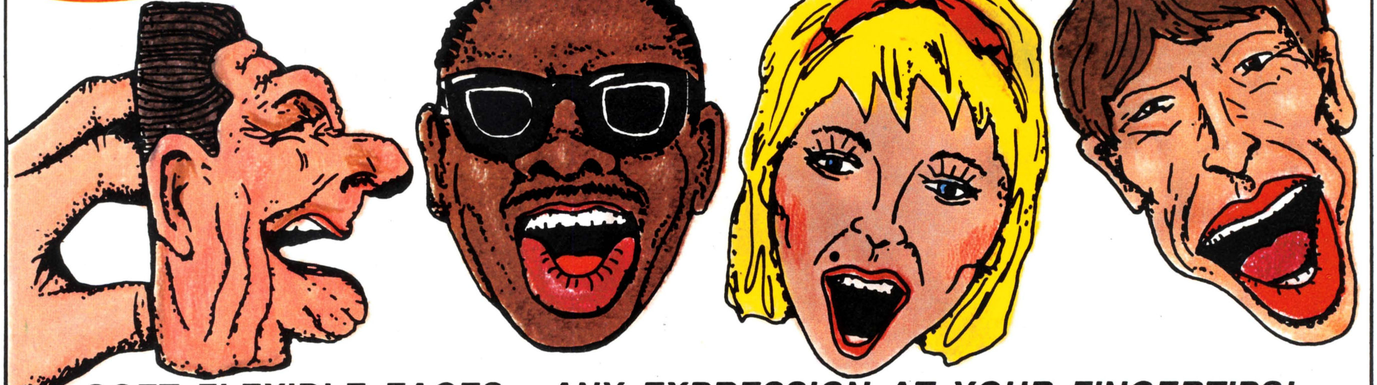

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How to save money on car expenses

by Frank ''The Crank'' Seninsky

Editor's Note: Car expenses are a major consideration in running an amusement business. Here, Frank updates advice he gave two years ago and repeats a number of suggestions he outlined then. He also includes details of his company's recently revised auto allowance policy.

Whether you have a large, medium, or small route, chances are that your employees must drive cars, vans, or pick-up trucks. Car insurance rates have increased dramatically, and the time put into record-keeping (maintenance, claims, repairs, gas, and oil reimbursements) can be much better spent either taking care of your locations or getting new ones.

Coping with our car insurance and the related forms became so complicated that I had one of my best managers spending half his work week on it (35 vehicles were involved). We were forced into raising our collision deductible to $500. In some months the company shelled out an additional $1,000 for two accidents, meanwhile quaking at the thought of the rates going up further next year.

Here is an example that could put you out of business. A married employee drives his ''baby sitter'' home (let's not get into what was going on between them, drinking or otherwise) in a company van during non-business hours. (Company autos are not allowed for personal use, and, according to the strictest interpretation of our policy, non-employee passengers are prohibited). An accident occurs in which the company might, and that's a pretty slim might, pay up to $1,000 in medical payments.

Who would be liable in this case to pay a multi-million-dollar award? You guessed it: the owner of the vehicle.

We finally decided that each employee would own his own vehicle. The company would continue to own and maintain its two big delivery trucks and keep one car as a spare. We worked out a formula in which a specified amount would be paid to the employee for each day or part of a day that his vehicle would be used for company business. The employee would be responsible for his own gas, insurance, maintenance, and repairs.

At first there were many objections, along with rumors of mass resignations, but as the advantages and disadvantages were weighed, all but one employee approved the policy.

According to the formula, $16 a day, or $4,000 a year (250 working days) is paid to each route employee. This works out to about 16 cents a mile based on 25,000 working miles a year. An additional 10 cents is paid for each mile driven over 25,000 miles. All auto expenses, including gas, are paid by the employee.

Each employee must have his own auto insurance with $100,000/$300,000 minimum liability limits, a ''commercial use'' endorsement, and our company named as an ''additional insured.'' The employer must have a ''non-auto policy,'' which costs about $20, to cover liability and property damage during working hours for the total number of vehicles involved. This can be added on to your present company auto policy. Your company must have at least one vehicle (delivery truck or van) that it owns or leases.

> *''Car insurance rates have increased dramatically and the time put into record-keeping can be much better spent either taking care of your locations or getting new ones.''*

To get paid for a day's work an employee must have a working vehicle. It's now up to each employee to borrow a car if his doesn't work.

Advantages

The arrangement allows employees to:

-own a vehicle of their choice.

-have the vehicle for personal use, which eliminates the cost of owning another car.
-take tax write-offs for auto expenses and depreciation allowances.
-avoid constantly switching from one company car to another, which requires moving parts and tools.
-benefit from lower insurance rates if they're good drivers.
-finance a vehicle formerly owned by the company for one to three years at 10-percent interest with no money down.
-develop self responsibility by owning a vehicle used for business.

> *"Coping with our car insurance and the related forms became so complicated that I had one of my best managers spending half his work week on it."*

The arrangement allows the company to:
-avoid having to buy and sell cars.
-eliminate car insurance headaches (exposure is limited) and paper work (IRS-required maintenance and mileage logs now kept by employees).
-eliminate $500 deductibles for collision accidents.
-avoid handling parking tickets, which now go directly to employees' homes.
-improve the balance sheet because company vehicles are sold and listed as receivables instead of depreciable assets.
-reduce work time lost because of vehicle breakdowns (employees take much better care of the vehicles when they own them).
-eliminate time spent on maintenance, which now is done on employees' own time.
-improve morale (you should see some of the options in these cars).

> *"To get paid for a day's work, an employee must have a working vehicle."*

Disadvantages

With any major change naturally comes the unforeseen. We were lucky that some employees chose to buy vans and trucks so they could rotate games on their routes more efficiently. Overall, because most employees chose to buy cars, there have been more requests for delivery and pickup of games.

There is tremendous wear and tear on the vehicles, and in some instances the cars have been burglarized or damaged while parked during working hours. Some employees warrant more than $16 a day and some less. A few employees are driving high-

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performance cars, which get them to and from their stops quickly, but also could contribute to a serious accident.

If an employee uses his vehicle to drive around the block for a part, he would put in for the $16. The next day another small trip would be made . . . and another $16. This is why we got a spare car for short trips from the shop (for office supplies and close location calls).

> *''Some employees chose to buy vans and trucks so they could rotate games on their routes more efficiently.''*

Revised Policy

There have been several complaints made over the past year regarding the simple $16 a day for route employee car usage. Some felt the amount per day was not enough to cover expenses. Others stated they drove more than 25,000 miles per year, but did not document it. A few benefited by driving far less than 25,000 miles per year.

In order to strive for a more equitable system, the following has been adopted effective October 1, 1988:

All route employees driving their own vehicles shall receive 20 cents a mile for each mile driven with 30 miles per day subtracted to allow for coming to and from work, or going to the first stop each morning and driving home from the last stop each evening.

The 30 miles per day commuting distance totals 7,500 miles per year. Most Americans commute on the average of 20 percent more than this number. The 20 cents a mile totals $5,000 a year based on 25,000 miles a year. The old method of $16 a day for five days per week only adds up to $4,000.

We hope that by increasing the car allowance for the heavy drivers by 25 percent ($4,000 to $5,000) that many of the past inequities will be put to rest.

Each route employee must fill in his/her daily mileage sheet and submit these weekly to their supervisor. Auto allowance checks will be issued on a monthly basis. The 1099 forms for all auto allowances will continue to be sent at the end of each year to each employee.□

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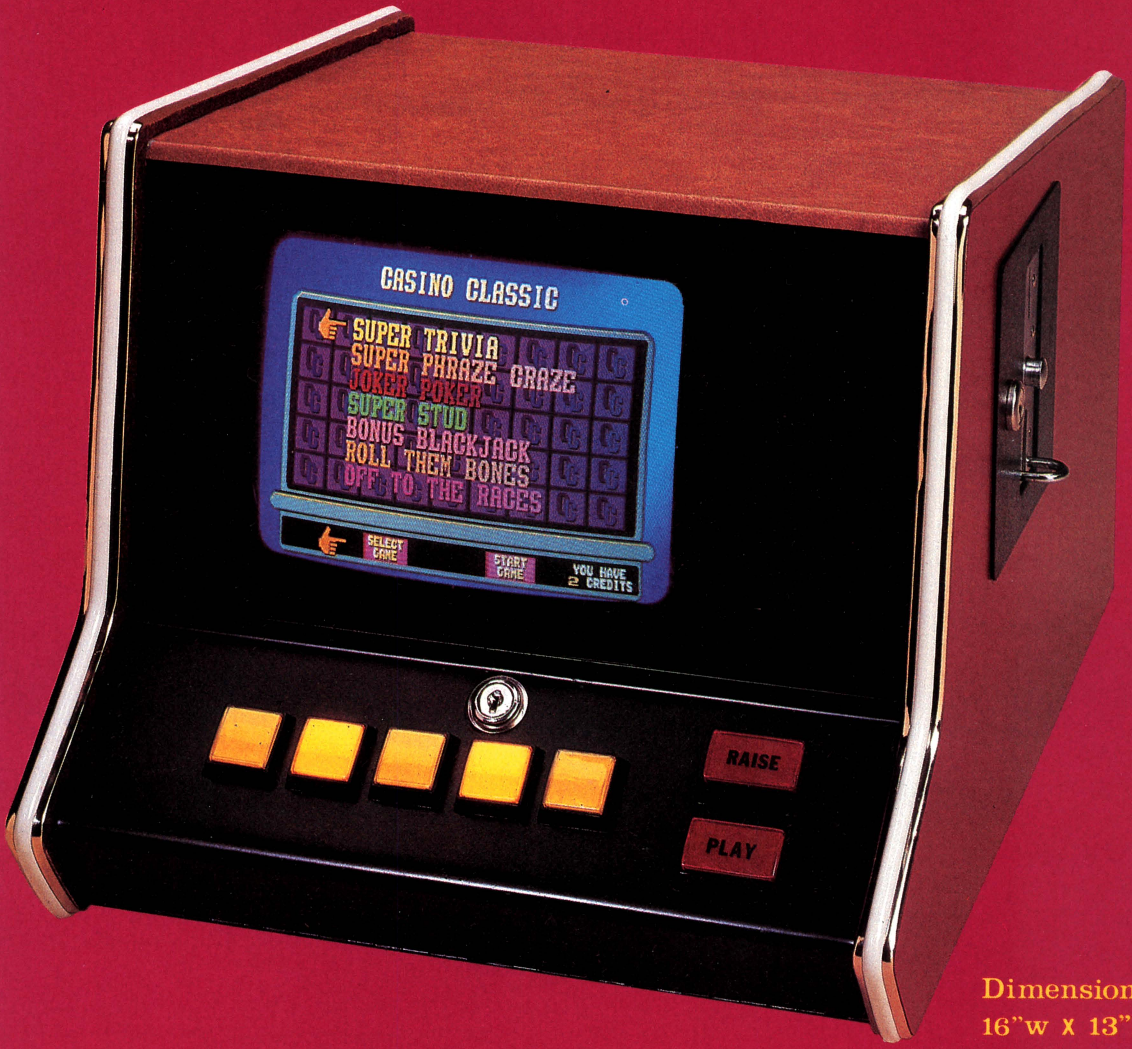
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Repairing Raster Monitors

by Tom Gray

When tackling the job of repairing raster monitors, a good place to start is breaking the monitor into several general block diagrams. These blocks will give you a step-by-step way to troubleshoot and localize a problem. It helps to have an idea of where to start.

For a guide I am using publication 16-3000-101, November 1982, issued by Williams Electronics. If you have one of these, dig it out and place it where it can be used for handy reference.

The block diagrams are:

REGULATED VOLTAGE SUPPLY section. This is the monitor's power supply and is not the flyback section.

SYNC section. The sync separator is usually an IC.

VIDEO AMPLIFIER section. This section boosts the red, green, and blue video. Usually each amp is a clone of the other two amps.

VERTICAL SWEEP section (top to bottom of the picture).

HORIZONTAL SWEEP section (the left to right of the picture).

HIGH VOLTAGE section that includes the low voltage EHV (anode) voltages of the flyback.

CATHODE RAY TUBE or CRT. The CRT receives four inputs: video, vertical sweep, horizontal sweep, and high voltage.

The block diagram makes it easier to see how the various sections interact with each other. Monitors may be broken down further, but these are the major blocks. The problems discussed are of a general nature and should be useful to localize a problem.

REGULATED POWER SUPPLY:

1. A dark screen, no raster. Check the fuse, diodes, and transistors. Note that the flyback, video amp, and horizontal sections can cause a dark screen.
2. A hum bar in the picture. Check the electroclytics caps. The caps causing this problem are 20 mf and higher. The hum bar runs horizontally across the screen and usually rolls up or down the screen.
3. Splotchy color. Check the degauser.

SYNC SECTION:

1. Full width raster, narrow video.
2. Zig-zag or piecrust picture.
3. Horizontal sync missing or critical.
4 No vertical sync.
5. Picture looks out of phase either vertically or horizontally.
6. Unstable vertical and horizontal sync. Check the connector from the PC board to the monitor, the sync chip (IC), sync amp, and caps.

VIDEO AMPLIFIER:

1. Low contrast.
2. Hum bar in the picture. Remember to check the filter caps throughout the monitor.
3. Raster only.

VERTICAL SWEEP:

1. Horizontal line only.
2. Top expanded off screen.
3. Squashed picture or picture collapses.
4. Ghost images either red, blue, or green. Check converge.
5. Picture is keystone shaped. Check the vertical yoke coil.
6. Oddly shaped raster. Adjust the yoke.

HORIZONTAL SWEEP:

1. Vertical line only.
2. Narrow non-linear picture.
3. Dark screen.
4. Picture blooms. No details in whites and light colors.
5. Picture crops in.
6. Retrace lines. Check horizontal output transistor and caps.
7. Ghost images usually red, blue, or green. Check converge.
8. Oddly shaped raster. Adjust yoke.

HIGH VOLTAGE (LV and ENV):

1. Black screen.
2. Snow. No LV to snyc or video.
3. Horizontal streaks. Popping noises.
4. Picture blooms when brightness is turned on.

CATHODE RAY TUBE:

1. Dark screen or raster.
2. No control of brightness.
3. Dim screen.
4. Ion burns. That little hole burned in the center of the screen.

This is not an all encompassing list, but a good start in identifying problems. ☐

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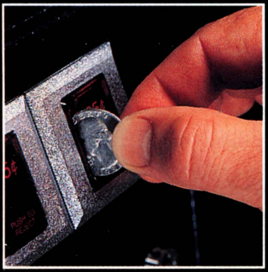

Whether you go with the five-game or the ten-game kit, you're guaranteed sizzling best sellers. Players will be glued to the screen playing top titles like Double Dragon[1], Super Mario Bros. 2™, Contra[2], R.B.I. Baseball[3], Gauntlet[4], Mike Tyson's Punch-Out!!®, Rad Racer™,[5] Kung Fu[6], R.C. Pro-Am™,[7] Track & Field[8]. And with over 25 games available in our current library, you can change games to keep the action fresh, the interest up, and the cash flowing.

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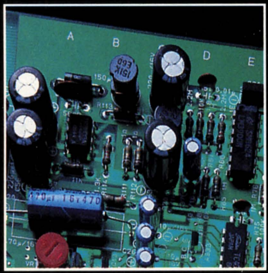
MORE POWER



The new PlayChoice Kit™ fits right into your Nintendo VS. UniSystem® giving you the power to pull in more profits than ever. In fact, the new software for the PlayChoice Kit™ is twice as powerful. So the graphics have more grab. The colors have more pop. Punches have more pow. And players have more long-playing fun and games.

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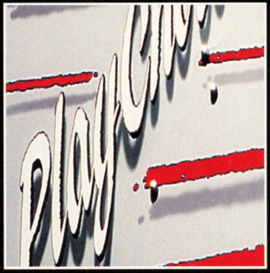

Get the inside story on the hottest new idea in coin-op straight from the source. Contact your authorized Nintendo distributor or Nintendo of America Inc. at (206) 882-2040. The Nintendo PlayChoice Kit™ It's more power to you.

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[1]™ Tradewest, Inc., [2]™ Konami, Inc., [3]™ & © 1987 Atari Games Corp., ©1986, 1987 Namco, [4]® © 1985 Atari Games Corp., [5] © 1987 Square Co., Ltd., [6] © 1984 Irem Corp., [7] © 1987 Rare, Ltd., [8]™ Konami, Inc. All titles are subject to location testing.

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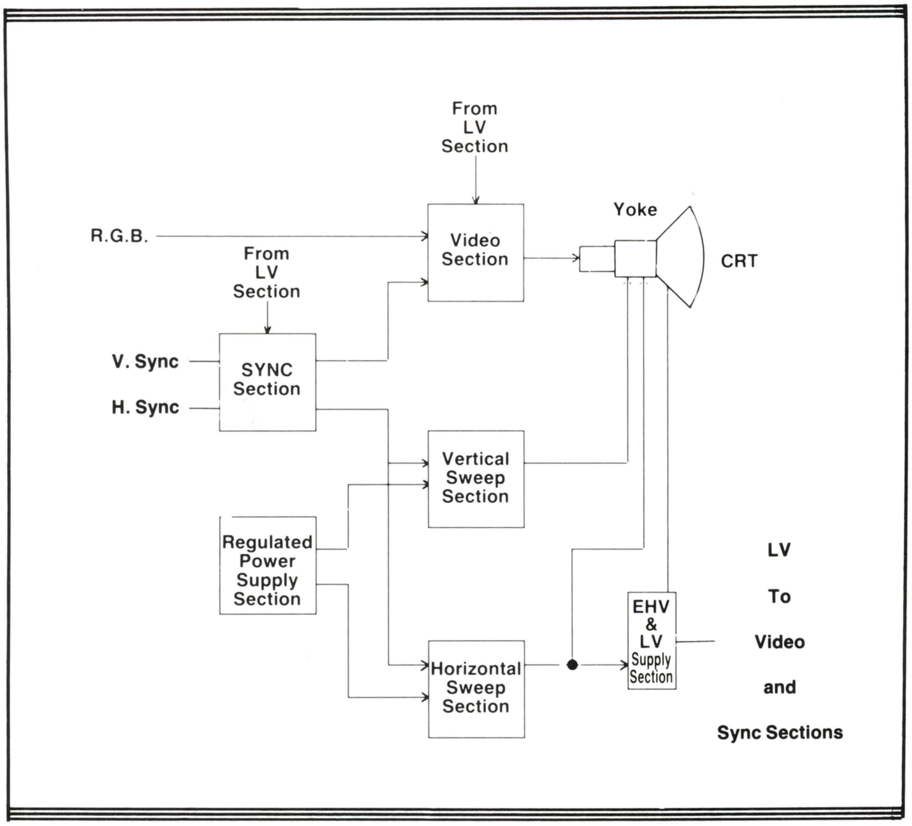
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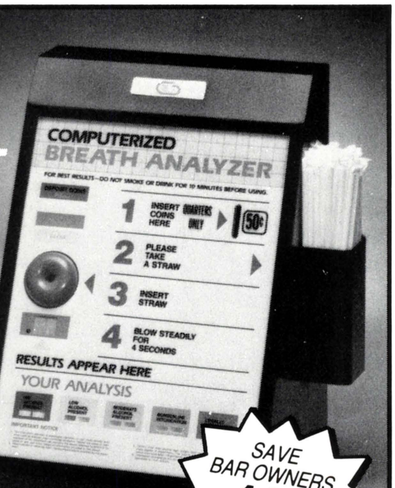
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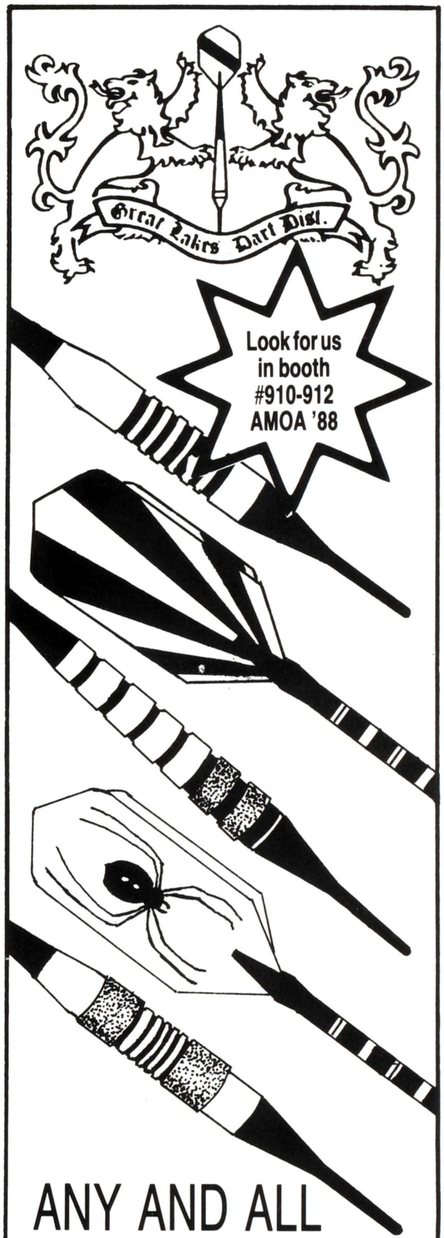
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Does training new employees take up too much of your valuable time? Then perhaps a library of training tapes is the answer to some of your technical headaches.

Boyd Franks, owner of the Video Repair School in Glen, Miss., has seen the need for such tapes and offers a useful and practical series that includes information on a wide range of subjects, from basic electronics to pinball and monitor repairs.

Franks, a well-respected technician in the industry, writes and produces all the tapes himself. They are an outgrowth of his game repair business. Franks commented, ''Some operators are in out-of-the- way areas and do not have ready access to qualified technicians. And many large operators just don't have the time. This makes my series of tapes especially useful.''

Franks responds to the needs of operators and presently has on his agenda a tape focusing on the selection, hiring, and training of electronic technicians. It is one of the subjects most in demand. He knows from personal experience, and that of operators who have turned to him for help, that many so called ''expert'' technicians can spell trouble for an amusement route.

The first three tapes in Franks' series, *Monitor Repairs, Video Game Repairs*, and *Pinball Repairs*, can help any routeman, operator, or new technician fix problems on the spot. Tips and techniques on the pinball tape will cut down on callbacks.

Another selection, *The Best Money Making Ideas I Know*, relates the best and worst ways to run both an arcade and a route. The helpful suggestions can be used for strategy to increase income or save money in a business. As Franks puts it, ''It covers how to keep from being skinned alive by lending institutions when borrowing money for business or personal use. It's a good tape for arcade operators and routemen.'' Franks designed this tape to help prevent costly mistakes, and adds, ''A wise man is one who learns from his own mistakes. A genius is one who learns from the mistakes of others.''

Three other tapes, *How to Use a Voltmeter, How to Use an Oscilloscope*, and *How to Use a Logic Probe and Logic Pulser*, all illustrate the use of test equipment; plus explains problems, how good and bad parts appear, and how to use these instruments effectively to track down some of the more obscure problems. Also discussed are the advantages, disadvantages, and shortcomings of each type of instrument in locating specific problems.

The tape *How to Solder Like a Pro* shows much more than just how to solder. Unless a service technician makes a high quality solder joint, a repair won't be high quality. Techniques shown on this tape are the same as those taught at factory soldering classes. Over an hour of various circuit board repair techniques are also covered, such as repairing holes burned in circuit boards and making reliable high speed repairs for greater productivity. Even the most experienced repairman will benefit from viewing this tape.

While the first eight tapes show how to find and fix the most common problems and show how to use basic test equipment, the *Basic Electronics Series* breaks down electronic equipment into its basic components. It shows them in various forms, describes each and every type of failure mode in the part, plus

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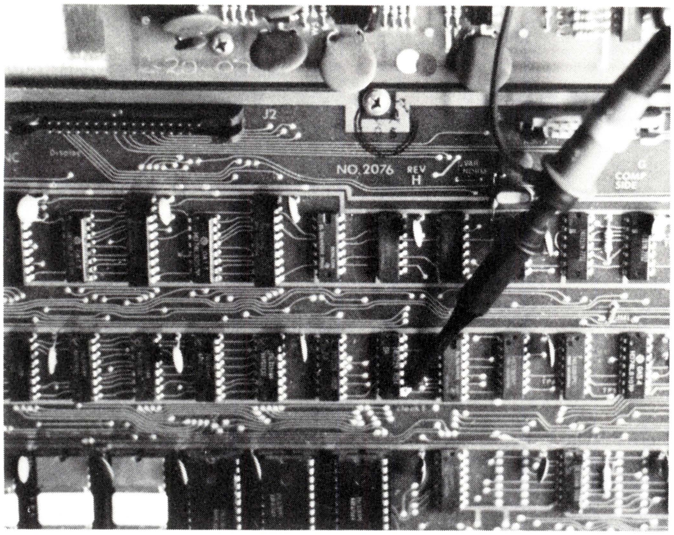

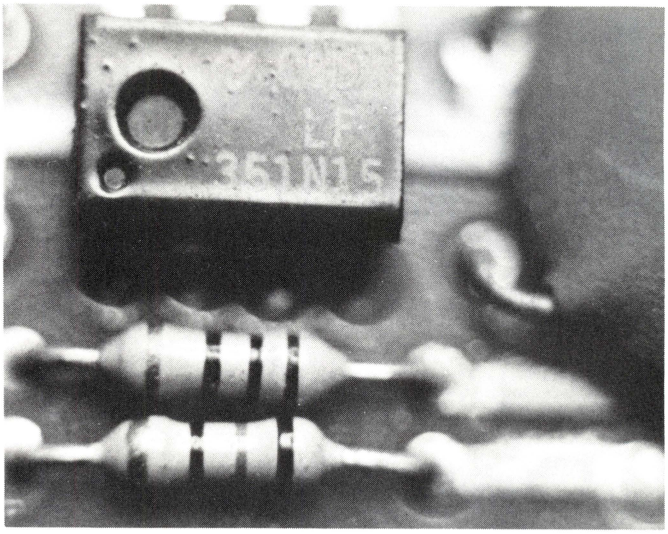

details the effects of the failure modes on system performance. This series also gives tips on detecting various types of failures with test equipment.

Two tapes in one describes *How to Read Schematics Part 1* that explains the more complicated and obscure problems sometimes found in both Raster Scan and XY Monitors, and shows how to track them down. This one picks up where *Monitor Repairs* leaves off.

How to Troubleshoot Digital Integrated Circuits describes the most common IC defects and how to find them. According to Franks, ''Showing the novice how to do this in a single tape is a difficult task, made even harder by the bewildering variety of integrated circuits in today's equipment. This tape highlights certain guiding principles that give the best results, along with sources for the best literature available for troubleshooting today's circuits.'' The tape also shows how to troubleshoot problems using the literature on IC's when the schematic is missing.

All of the Video Repair School tapes mentioned are priced at $29.95 each. To place an order, call (901) 654-4428. For more information on the tapes, call Boyd Franks (601) 287-1594, or write Video Repair School, P.O. Box 121, Glen, MS 38846.

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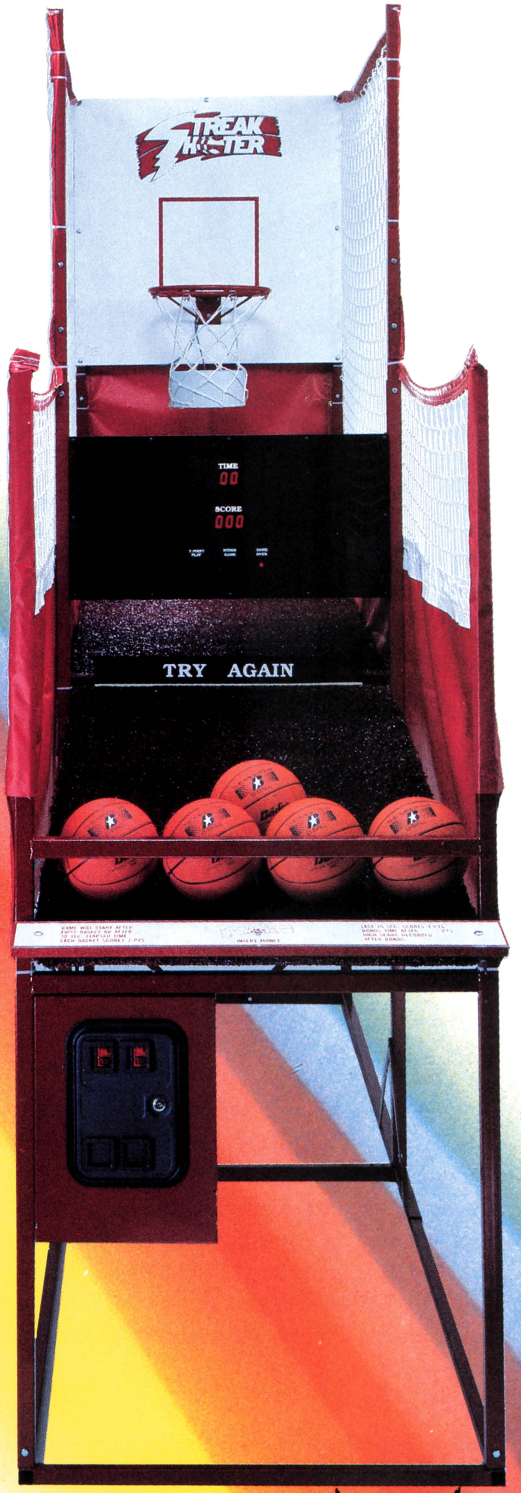

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PLAYERS PICKS

A sneak peek at the AMOA show

by Steve Harris

Not only does the winter bring color to the leaves and frost to the air, it also signals the beginning of the new coin-op year. While the calendar marks January as the start of the new year, the coin-op world celebrates its New Year's party during the first week of November. This is when the Amusement and Music Operators Association (AMOA) hosts its annual celebration of new products and kicks off the new 1989 models.

Below you will find several of the most important and hopeful new introductions that will appear at the annual convention. With many other titles competing for your attention and your dollars, as well as for the attention of legions of players around the world, the AMOA will again serve as the turning point for many manufacturers.

Cyberball (Atari Games)

Although it may not be wholly original, here's an interesting concept that delivers a little more than your average sports game. Take the basic game of American football, develop it around a futuristic theme, give it a 21st century backdrop, and populate the field with a variety of robot opponents.

Throw in four-player, buy-in interactivity and you've got a game that only Atari Games could produce. It has all of the standard features that are needed to capture a sizeable share of the sports genre that has, with several recent releases, become a very hot property.

Cyberball introduces the player to an environment that creates a pseudo three-dimensional illusion and fills the screen with howling antics from a wide cast of android players. The rules are basically the same as the real sport: march the "ball" (here represented by a time bomb that slowly becomes more volatile from play to play) up the field and across the opposing team's goal line. Instead of first downs that grant continued offensive movement, *Cyberball* introduces "diffuse" lines that can take a "hot" ball back to a more stable state.

Cyberball has all the Atari trademarks, including many detailed features, great sound and music, and an engaging theme that expands upon an existing sport. It provides players with instant recognition and introduces a number of elements that make it play like a new sport. Since players also manage their teams, using money to repair damaged players and buy new ones, the strategies are also increased.

The only thing that outshadows the play of *Cyberball* is the game's large cabinet, which accommodates two separate monitors and coin drops. This enables players to challenge each other and work as teams, with up to four competing at once, to overcome the other side.

This one was getting heavy play when I saw it on test, and the theme of the game should give it some staying power. Whether or not the game can carry the four-player options is questionable, but it does provide a nice level of camaraderie that has unfortunately been missing from most recent releases. Regardless, this one will get plenty of close scrutiny at the show.

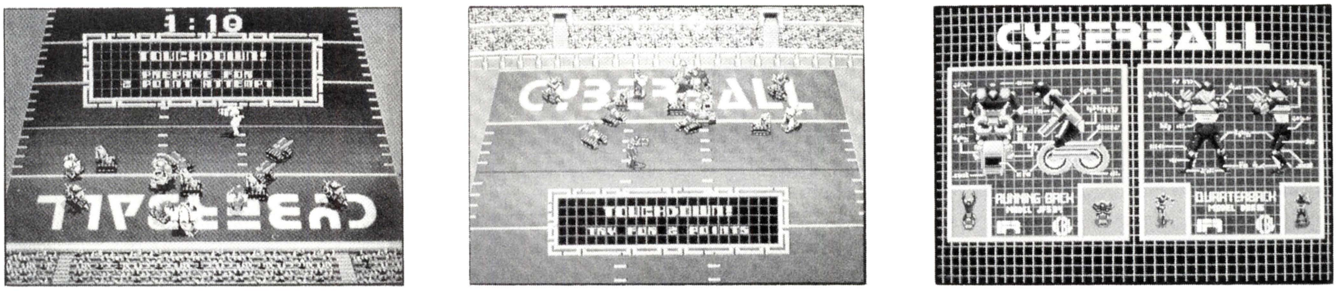
Devastators (Konami)

With a lot of fighting games populating the arcades in recent years, Konami has done an interesting bit of original development that's clearly been born from the molds of *Commando, Ikari Warriors* and the like.

The interesting point that divides *Devastators* from the rest of the lot is that all of the battle action, while very similar in approach to *Ikari* and others, is rendered completely from a first person perspective. All of the game components, such as the enemy soldiers, helicopters, and other weapons of war come at the player in vivid, colorful three-dimensional depth.

Another new Konami concept is the game's unique scoring system, which should have kids competing for scores more than

Atari's *Cyberball*



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ever before. For each bad guy that's eliminated, the player receives one point. Racking up kills has never been so easy to keep track of!

The game action does provide a lot of different options to the player. The graphics, which have to be superb for this type of game to work, are executed with well-defined detail. There's a lot to look at, but it's a shame the designers didn't pump a little more punch into the existing themes. These are the blueprints for this title, but *Devastators* is still worth a good look.

Power Drift (Sega)

Wow! This game has some of the best graphics routines I've ever seen in a coin-op video game. The stylized three-dimensional imagery makes this game blow away anything else ever attempted. There's also a terrific outline of the various racing courses which players compete on, visually represented prior to each round of play.

When you cut through the graphics, however, you're left with an interesting update to *Out Run* and other new generation drivers that have the twists and turns, opposing cars, and numerous hazards to make the player's life harder and your coin boxes fatter.

In *Power Drift*, however, each of the opposing drivers are given a distinct identity, since this is a real race against a real group of overblown (almost cartoonish) characters. They have the number one spot in their eyes from the beginning of the race. All the player needs to do is finish in first, second or third place to continue racing.

While this may be possible during the early levels of play, *Power Drift* drowns the player in an assortment of tasks that makes the game more beautiful with each new play (and more difficult as well). The sheer spectacle of this title will draw plenty of attention to the Sega booth at AMOA. It's a very nice piece and has the play to back up the good looks, a rare quality that makes the title even more enjoyable.

Other games that deserve a look at the show include:

Taxi (Williams)

The latest in a long line of pins from Williams, this Mark Ritchie spectacular brings the silver to a new playfield. The player maneuvers the shots and takes Pin-Bot, Santa, Gorbie, Marilyn, and others for the ride of their lives! A fantastic pin that not surprisingly carries the Williams logo.

Marchen's Maze

Great graphics mixed with an interesting variant on an old theme make a potentially viable title.

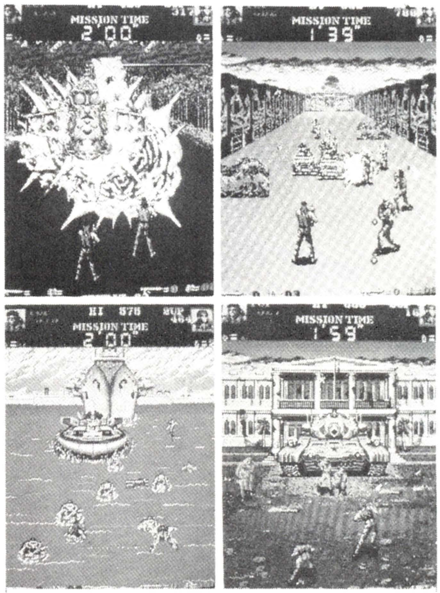
Cabal (Fabtek)

Dual track balls make this title play unlike anything ever before, with plenty of high-resolution graphic characters ready to attack from every direction. This new property from FabTek looks extremely playable, although the exact manner in which the controls interact remains to be seen.

V-Ball (Taito)

How do you follow up a fantastic coin-op sensation that still remains on top of the collection lists, after more than a year in production? You sign up the same design team to try again. This time, Technos brings the hard-hitting graphics and play mechanics to the beach for a volleyball title that may have an upper-hand on this previously attempted theme.

You can also expect to find plenty of other new gaming developments introduced at the AMOA show; these are just a few of the titles that show some potential. Hits and misses may be hard to pinpoint at the show, but you can guarantee that they'll be no shortage of games to review. See you there! □



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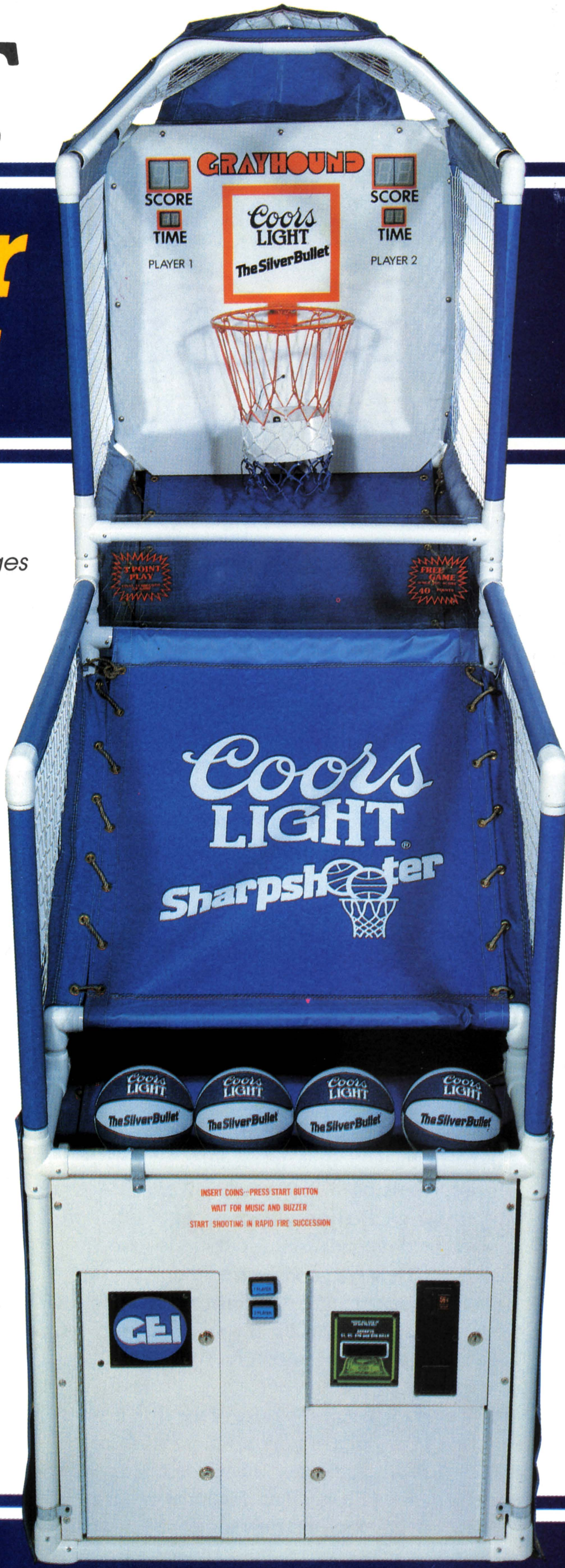
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TAX TIPS

Tales of the Unexpected: tax snags await the unprepared

by Irving L. Blackman

Readers of this column write and call with all kinds of questions. Most of the calls can be summarized in one word: ''Help!''

The tax questions seem to stay the same year after year. Mostly, the successful owner of a closely-held business wants to know how to take money out of his corporation; also, how to transfer his business to the next generation, how to set up the right pension or profit-sharing plan, and how to avoid estate taxes.

In addition, questions involving business valuation, travel, and entertainment, and ''S corporations'' are very popular. The questions are often answered in a short conversation, but sometimes they require an in-depth and extended tax consultation. By the way, the most urgent and usually confused caller is a taxpayer involved in a divorce.

But what do you think is the most common question? Hands down, it is, ''Where can I get tax help?'' The caller wants to know where he can find someone who can solve his immediate or continuing tax problems. Usually a CPA is your answer, although sometimes a lawyer or both are needed.

How to find tax help

This is usually the approach I recommend to the caller: try to find a local professional. Ask your banker, CPA (for a lawyer), lawyer (for a CPA), insurance agent or other professional to make a recommendation. Your trade association and local business friends are good sources too.

Call your state bar association and/or your state CPA society; get at least two referrals. If your community is small, extend your search to nearby larger cities. In general, your best bet is an experienced practitioner whose professional practice has grown over the years. The size of the firm is rarely important; expertise in the area of your problem is critical.

Interview all candidates. If you don't think you know how or need help, ask a financial professional or business friend to sit in on the interview. Select only someone you would recommend to your most important business contact and who you would be proud to introduce as your tax specialist. If you don't find the right person in the initial group, start again.

Yes, cost is important. Ask in advance how you will be charged. If the projected tax savings don't far exceed the estimated cost, you either don't have a severe tax problem or you are about to select the wrong professional. Good luck in your search.

Business entertaining may be hazardous to your deductions

There's a horrendous tax trap awaiting those who use a vacation home, apartment, or yacht to do any business entertaining. The law (Section 274a) says no deduction is allowed in connection with a facility used for business entertainment. Recently, the Tax Court (*Ireland*, 89 TC 68) used a literal reading of this rule to disallow not only deductions for entertainment but also deductions for other valid expenses as well.

Here are the sad facts. A partner in a stock brokerage firm owned a beach house that he used regularly for business meetings. There was no question that it was used primarily for business purposes; his own family did not use the property as either a vacation home or a residence.

Occasionally, he would invite the families of business associates to accompany them to the meetings, which meant the beach house was used to entertain the families. The broker pointed out that if there was any business entertainment involved, it was incidental and insignificant and shouldn't affect his deduction for depreciation of the beach house.

But the Tax Court didn't see it that way. A facility used for even the slightest business entertainment is tainted for all income tax purposes, the court held. The result: no depreciation deductions. My comment: bad law!

Because of the Tax Court's strict interpretation of the rule, there's only one way to preserve tax deductions for a facility used for business purposes: entertain elsewhere. According to this case, the most minute entertaining at the facility will jeopardize deductions that are otherwise valid. Don't take the risk.

Cold-cash deals not so hot

You're not going to like this. Remember when you could use cash to do what you wanted without interference from anyone, including the IRS? Well, it ain't so anymore.

Now, anyone receiving more than $10,000 in cash in the course of business must file a report with the IRS within 15 days. The report (new Form 8300) calls for the payor's name, address, and taxpayer identification number as well as the amount received and the date and nature of the transaction. The recipient must also send the payor a statement showing the recipient's name, address, and total amount received by Jan. 31 of the year after the transaction.

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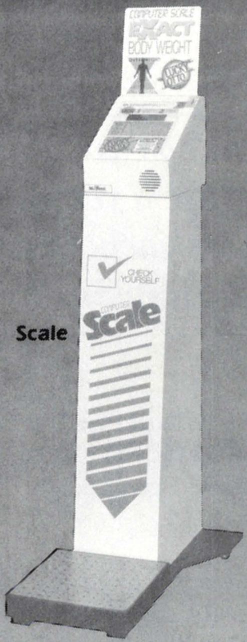
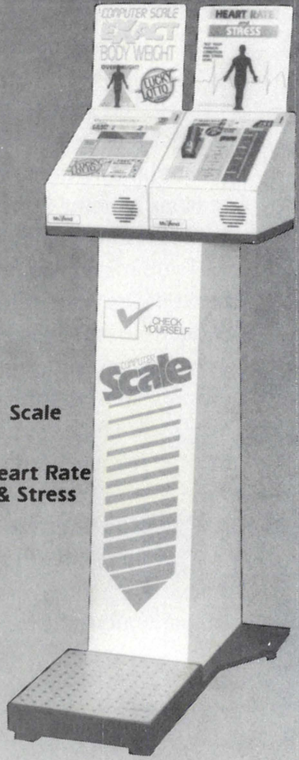


It's no secret that people are weight conscious, especially in these health crazed times. And with lotteries legalized just about everywhere, people are always looking for lucky numbers. So, you can see how a computerized weight scale that also provides lucky lotto numbers can be a profitable addition to any route.

1



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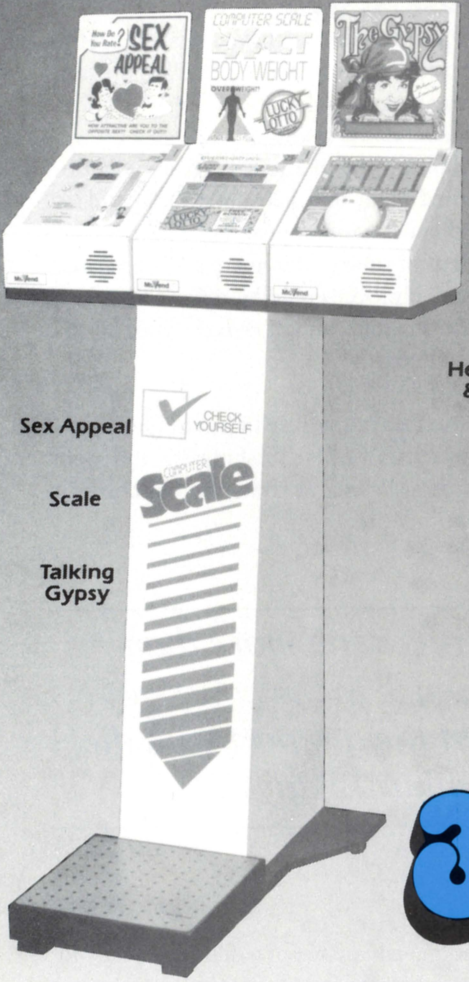
Now there's a few scales on the market, but unlike others, Mr. Vend's is easy to use and doesn't require special skills or night school to operate — just the ability to drop a quarter in a slot. There's no print out tape to jam or worry about replacing. Mr. Vend's scale is covered with trendy, colorful, eye-catching graphics and is so reasonably priced it's reason enough to operate.



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And no tricks: the reporting requirement can't be avoided by making a series of payments less than $10,000. You must file Form 8300 if over $10,000 is received in "related" transactions.

The IRS sought this rule to help uncover large amounts of unreported cash income. Whether it will or will not is a toss-up, but there's no doubt the new filing requirement means a recordkeeping nightmare for businesses that routinely deal in large amounts of cash: real estate brokers, jewelry and fur shops, auto, aircraft and boat dealers, and other high-ticket retailers. Banks and other financial institutions are off the hook, because they already must file currency transaction reports on amounts over $10,000.

"There's a horrendous tax trap awaiting those who use a vacation home, apartment, or yacht to do any business entertaining."

Sorry, but a large chunk of cash is no longer a safe haven. Do you think Big Brother wants to look over your shoulder? Not really. He wants to be perched on it . . . permanently.

Yankees' owner strikes out

Every now and then a tax case makes it to the big leagues-baseball, that is. But even the national pastime is subject to playing the tax game. Unfortunately, even baseball must use the IRS' tax rule book.

Here's the story: Mr. McCarthy struck out when he went to bat for a fast deduction. He and his partners acquired the right to broadcast the Yankee games on television and radio as part of their purchase of the team. The current broadcast contracts were for two years, so McCarthy amortized (wrote off) the value of these rights over two years.

But the IRS fielded the play well, claiming that the right to broadcast revenues was inseparable from the rest of the franchise rights and had no definite or determinable life. The court (*McCarthy* 807 F2d 1306-1986) held that though the existing contracts were only for two years, it could be reasonably assumed that they would be renewed upon expiration and thus had an indefinite life. McCarthy was out at first.

A true tax/fish story

Poor Mr. Peterson- he went fishing for tax savings and came up with a bogus catch. And he came so close! His tax plan was like the fish that got away.

It all started when he found someone who wanted to buy the stock of his meat packing business. After Mr. Peterson realized how much tax he'd have to pay on the sale, he began casting around for a solution. Suddenly, he had a brainstorm: he'd transfer the stock to his children and to a trust for their benefit. The children would pay the tax, at their lower tax brackets, and the tax cost of the sale would be reduced significantly.

Poor Mr. Peterson; it was a dynamite idea, but his timing was wrong. The IRS taxed him on the gain anyway, since he had already had a right to the sales proceeds when he gave away the stock. And the court agreed (*Peterson*, 51 TCM 1300).

In fishing around for the solution, Peterson ran afoul of the "assignment of income principles," which forbid a taxpayer to transfer taxable income once the right to receive that income is fixed. What's unfortunate is that he could have won hands down. Mr. Peterson should have gifted the stock to his children before he contracted to sell the stock. Then his fishing expedition would have produced a netful of tax savings.

Qualified plans make tax sense

Most successful, closely held businesses have a qualified retirement plan (pension or profit-sharing plan). Here are the main reasons why these plans are so popular.

1. Contributions reduce income taxes

If you make a contribution, say of $20,000, from your corporation to your qualified plan, that $20,000 is immediately deductible in the same manner as other ordinary expenses such as telephone, advertising, or salary. If you are self-employed, the contribution for your employees is deductible as a business expense *and* the contribution for yourself *reduces* your taxable income from self-employment.

2. Contributions not currently taxable to participant

When the $20,000 is put into the plan (technically, the trust), the participants pay no tax. All taxes are deferred until benefits are paid out of the trust.

"Anyone receiving more than $10,000 in cash in the course of business must file a report with the IRS within 15 days."

3. Earnings are tax exempt

What is the biggest single advantage of a qualified plan? Investment earnings on plan assets are not currently taxed to the participants or the trust because it has tax-exempt status. Much more wealth can be accumulated in this tax-exempt environment than in a currently taxable environment.

Retirement plans that are "qualified" simply mean that the plan meets all of a long list of specific rules set forth in the Internal Revenue Code, thus qualifying for favorable tax treat-

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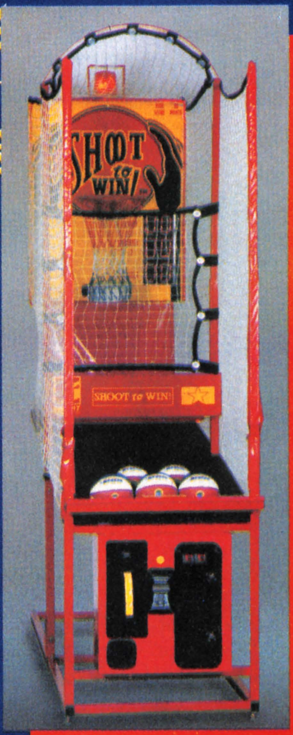

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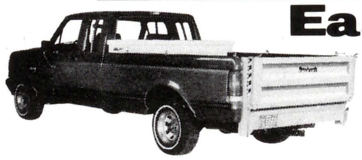
SEE US AT THE AMOA 88" BOOTH #213 - #217 AND #308 - #312 ment. The "plan" is a written document that spells out how your own animal is going to work. The two most common types of plans are pension plans and profit-sharing plans.

A pension plan contains a benefit formula (such as 50 percent of pay), which determines the dollar amount of the benefit each participant will receive each year from the plan after retirement. Benefits usually are tied to salary and years of service, and also may take into account all or a portion of Social Security benefits. Each year, an actuary calculates how much money the employer must contribute. All necessary adjustments are made every year when the actuary reviews salary, service, investment return, fund assets, and projected retirement benefits.

At retirement, death, or disability of a participant, the plan pays him or his beneficiary the required benefits. The annual retirement benefit is limited to an employee's annual compensation. For example, an employee with a salary of $28,000 cannot receive a benefit in excess of $28,000. The benefits of a highly-paid employee cannot exceed $94,023 in annual benefits.

A profit-sharing plan can make annual contributions up to 15 percent of compensation; for example, $4,200 for the $28,000 employee. However, the contribution cannot exceed $30,000 per year for any large wage earner. This item only scratches the surface of the qualified plan area. Review your situation with a competent professional.

EAGLE LIFT



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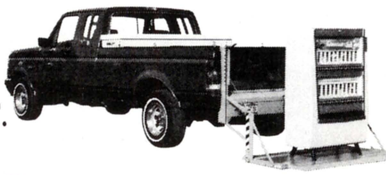
If you transport machines, your job will be easier with EAGLE LIFT. The 1000-pound capacity EAGLE LIFT has everything you're looking for in a liftgate, from safe, convenient operation to streamlined appearance.

So, whether you have machines coming in, or machines going out, move them the easy way... with EAGLE LIFT.



For the name of an EAGLE LIFT dealer near you, call 1-800-USA-GATE [872-4283] and ask for Jerry Mathison or Dan Barry.

MANUFACTURED BY: EAGLE LIFT
2401 West Broadway, Council Bluffs, IA 51501

Cafeteria plans—a tax saving opportunity

Big business has been enjoying the tax advantages of cafeteria plans for years. Now closely-held businesses have started to join in on the tax-saving fun.

> *"Sorry, but a large chunk of cash is no longer a safe haven. Do you think Big Brother wants to look over your shoulder? Not really. He wants to be perched on it . . . permanently."*

An example is the easiest way to understand how everyone is a tax winner—both the employee and the employer. The key is a concept called "salary reduction." This is how it works: Joan earns $2,000 per month. Her employer installs a cafeteria plan that pays $200 a month in benefits. Joan's W2 income is reduced to $1,800 per month. The $2,400 annual salary reduction is not subject to either income or social security taxes. The employer saves more on payroll tax costs than the cost to install and administer the plan.

Big companies usually offer a large number of benefits and allow the employees to select the benefits they want, hence the name cafeteria plan. Closely-held companies, however, usually only offer three plan benefits: premium conversion, health care expenses, and child care expenses. The last two are reimbursement plans.

Premium Conversion: Many employers require employees to pay part of the costs of employer-sponsored health care benefits. The employee's cost is taken out of salary on an after-tax basis. The plan allows the employees to pay their share of the costs through salary reduction. Thus the costs for health premium dollars are "converted" into before-tax dollars.

Health Care Expenses: These are medical expenses that may be claimed for federal income tax purposes and for which the employee has not been reimbursed by insurance.

Dependent Child Care: These plans are limited to $2,500 for one child and $5,000 for two or more children under age 15. Parents who use cafeteria plans to pay for their dependent care expenses cannot also take advantage of the child care income tax credit.

How do the reimbursement plans work? Each employee *estimates* his personal non-reimbursed health care and child care expenses for the plan year. The employee then signs an agreement to reduce his/her salary by that amount for the plan year. Each payday, the amount of the salary reduction is placed in that employee's reimbursement account. As covered expenses are incurred and paid, the employee files a claim for reimbursement out of his reimbursement account.□

Cabal

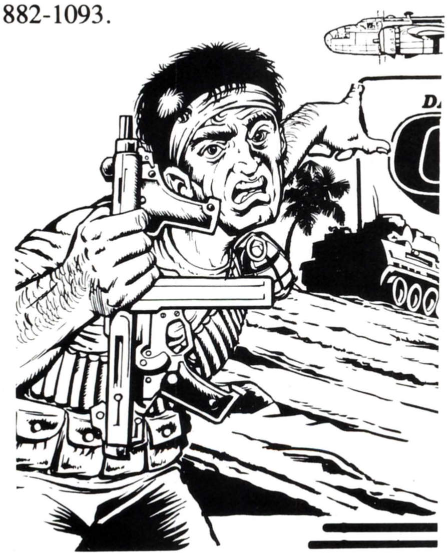
Non-stop commando action is in store for players with Fabtek's latest video kit, *Cabal*. The company's second game release, it follows the successful *Dead Angle* released earlier this year.

Cabal is designed for one-or two-players and transforms them into well-trained commandos on a mission to annihilate a group of terrorists seeking world domination.

Armed with machine guns and grenades, players take on the enemy and their strongholds in a variety of settings. Enhanced firepower is gained from hidden power items on the screen. Players advance through five levels of 25 screens on their search and destroy mission.

The central game control is a track ball that offers greater maneuverability in both offensive and defensive moves. The game is licensed from Tad Corp. and is available in horizontal kit form or pre-installed in a variety of Dynamo system cabinets.

For more information, or distributor referral, write Fabtek, 13807 N.E. 48th Place, Bellevue, WA 98005; (206) 882-1093.



COMPACT DISC
RUN DMC

LaserStar

Rowe debuts its dedicated CD jukebox, *LaserStar*, that features a dramatic title display surrounded by colorful halo lighting showing 12 full-size CD jackets at a time in an open-book style. The pages of the display are turned with motor-controlled pushbuttons showing up to 100 albums.

It's brightly lit animation device at the top of the jukebox shows three rotating CD's in a reflective enclosure. *LaserStar* has a three-way stereo system with two 10-inch woofers, two six-inch mid-range and two three-inch tweeters. Dual channel speakers are concealed behind perforated grille areas on the front of the unit.

There's all-front servicing and a three-level security system for programming and audit functions. A central microcomputer control system maintains all functions including power supply, keyboard module, and digital display.

In addition to *LaserStar*, Rowe also offers a combination 45/CD jukebox, the *ComboStar*; standard 45 jukebox, the *RoweStar*; plus its video, nostalgia, and hideaway jukeboxes.

For more information, or distributor referral, write Rowe International, 75 Troy Hills Road, Whippany, NJ 07981; (201) 887-0400.

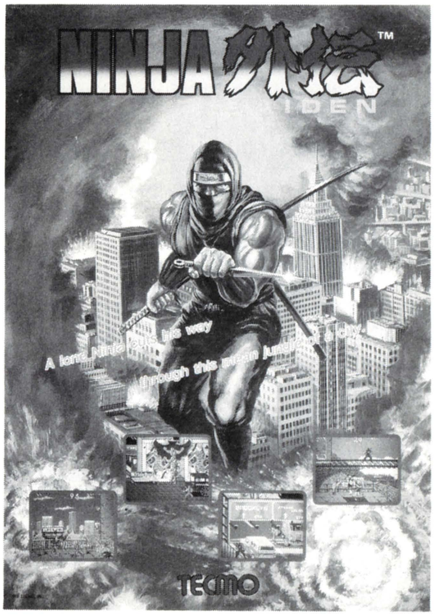
Ninja Gaiden

A lone Ninja cuts his way through six tough neighborhoods in Tecmo's newest video kit, *Ninja Gaiden*.

In this game players are challenged to perfect the five secret Ninjitsu assassination techniques. These are: Triple Blow Combination, Flying Neck Throw, Hang Kick, Phoenix Backflip, and Tightrope Technique.

As players scourge each zone to eliminate undesirables, items appear from behind signs, trash cans, and telephone booths. The Ninja's mission is to fight his way through the roughest cities in America as he collects these items and destroys the assassination squads out to stop him.

For more information, or distributor referral, write Tecmo, Inc., Victoria Business Park, 18005 S. Adria Maru Lane, Carson, CA 90746; (213) 329-5880.



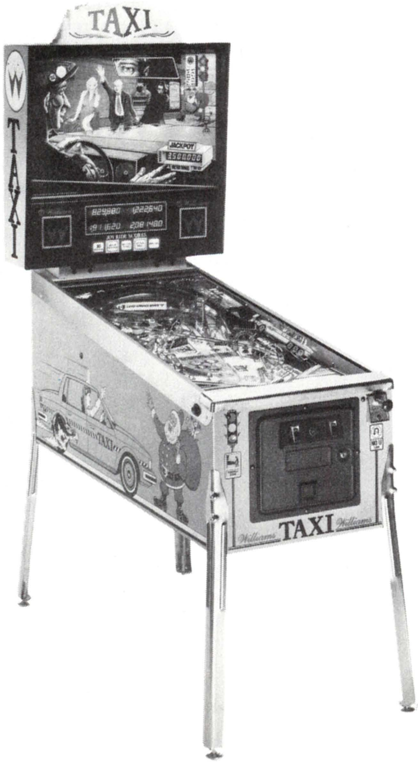
Taxi

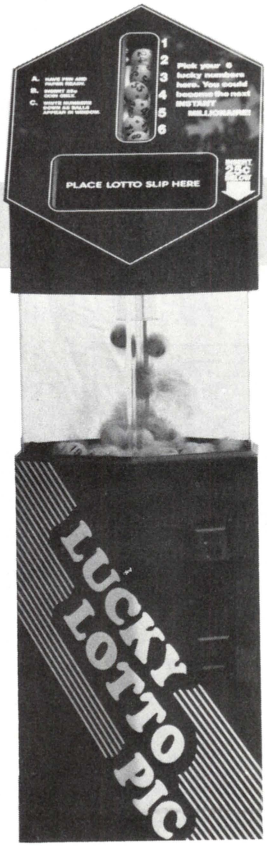
Williams Electronics' newest pinball, *Taxi*, takes players on a world of twists and turns for thrills and surprises; meeting up with Gorbie, Marilyn, Santa, Dracula, and more.

First up is a Spinout ball shooter skill shot that rewards players with multiple value of up to more than 100,000 points. There's also a special Million Joyride skill shot that can score up to half a million points, an extra ball or even a special, plus fast-paced Multiball play with its own Time Lock bonus of 300,000 points and increased ramp values.

Williams offers service-made-easy with p.c. lamp boards that have accessible twist sockets, special adhesive loctite on all machine threaded parts for better holding power and assembly, patented parallel flipper coils, and state-of-the-art micro switch technology.

For more information, or distributor referral, write Williams Electronics Games, Inc., 3401 N. California Ave., Chicago, IL 60618; (312) 267-2240.




A. HAVE PEN AND PAPER READY.
B. INSERT 25¢ COIN ONLY.
C. WRITE NUMBERS DOWN AS BALLS APPEAR IN WINDOW.
1
2
3
4
5
6
Pick your 6 lucky numbers here. You could become the next INSTANT MILLIONAIRE!
PLACE LOTTO SLIP HERE
INSERT 25¢ BELOW
LUCKY LOTTO PIC

Lucky Lotto Pic

Quality Manufacturing Co. presents *Lucky Lotto Pic*, a game using air-driven bouncing balls to select lucky lotto numbers.

The game is available in two formats: the Pick 6 and the Pick 3 & 4. The Pick 6 can adapt to any six-number lottery. This unit is 52 inches tall, 16 inches in diameter, and weighs 43 pounds. It requires a small amount of space and can be placed by any lotto ticket outlet.

The second model, Pick 3 & 4, is perfect for horse race tracks or off-track betting parlors.

Both machines are solid-state computer-controlled and come with LED light display, adjustable timer control, Coinco acceptors, invisible cash box, and two side pockets for lucky lotto slips.

Lucky Lotto Pic offers one or two plays for 25 cents. The machines are attractively finished in glossy blue, white, and red.

For more information, or inquiries regarding distributorships, write Quality Manufacturing Co., Ltd., 13334-64th Ave., Surrey, B.C. Canada V3W 1X9; (604) 594-4274.

Excalibur

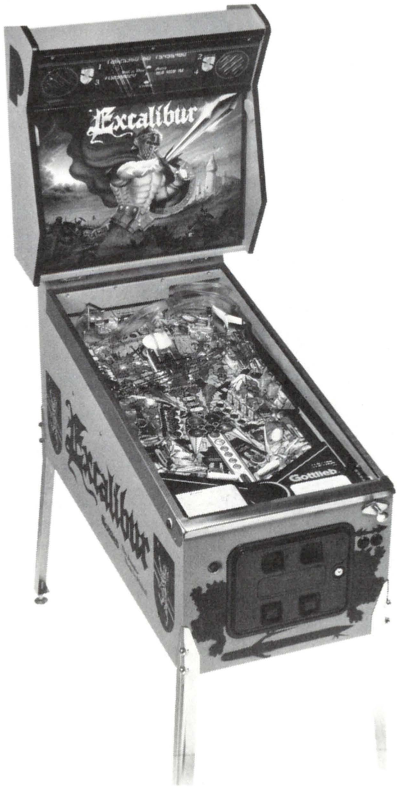
Premier Technology introduces another Gottlieb pinball with *Excalibur*, a medieval adventure.

Excalibur lets the players imagine themselves as Knights in Shining Armor, ready to lay siege to the castle where the Queen is held captive. Strategy available to players includes a Plunger Shot as well as Multiball action, extra ball/special, and a jackpot bonus round.

The backglass as well as the playfield show the medieval castle in the middle of siege, ready for the player to try to earn up to 250,000 points and select a Shield Target for Lock-Up. Players battle through the Shield Targets and storm the castle.

Players must hit the rotating lit target to collect the Jackpot Bonus during the Bonus Round.

For more information, or distributor referral, write Premier Technology, 759 Industrial Drive, Bensenville, IL 60106; (312) 350-0400.



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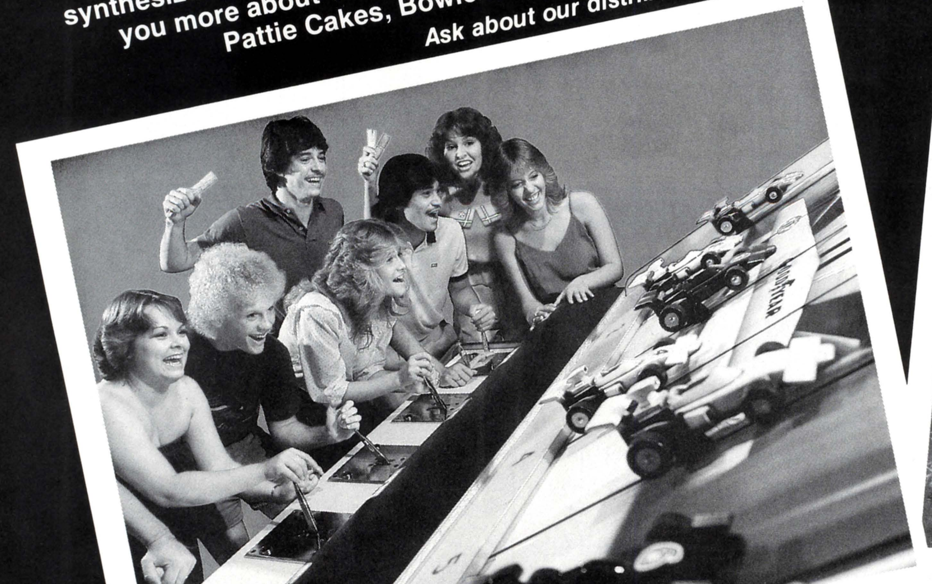

PATTIE CAKES
200

Bob's Space Racers, Inc.
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Telephone: 904-677-0761
Makers of amusement games since 1970, in USA.

'88 Games

Coming fast on the heels of the Summer Olympics, Konami introduces *'88 Games*, a four-player horizontal monitor video kit with buy-in and continuation features.

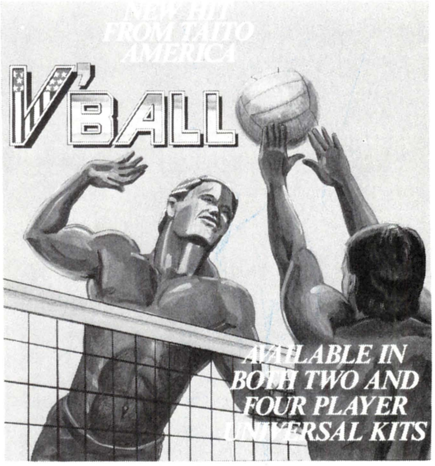
'88 Games tests the player's Olympic skills against other world class athletes. Qualifying rounds precede the medal rounds.

Included among the events are the 100m Dash (two players at a time), Long Jump (one player), 400m Relay (qualifying heat, four players), Skeet Shooting (one player), 110m Hurdles (two players), Archery (one player), Javelin (one player), High Jump (one player), and 400m Relay-The Final Race (four players).

In the 100m Dash, players race against each other and the clock. In the Long Jump the speed and angle of the jump is controlled by the player. For the 400m Relay, speed and timing are crucial in the baton hand-off. Skeet Shooting gives a chance for bonus points to reward expert marksmanship. All the other events require the same player skills as he or she "goes for the gold!"

For more information, or distributor referral, write Konami , Inc., 815 Mittel Drive, Wood Dale, IL 60191; (312) 595-1443.

88 GAMES
88 GAMES


NEW HIT FROM TAITO AMERICA
V'BALL
AVAILABLE IN BOTH TWO AND FOUR PLAYER UNIVERSAL KITS

V'Ball

Taito debuts a four-player universal kit with *V'Ball*, a game that brings the spikes, serves, and ball-smashing power of volleyball to the video screen. Our Men's U.S. Olympic Volleyball Team win of gold in Seoul, South Korea, has placed the sport in everyone's mind.

In the game players compete in a U.S. Championship Beach V'Ball Tournament divided into three rounds. The first two are four games each and take the players to Daytona Beach, New York, Los Angeles, and Hawaii. The third and final round is played aboard a nuclear-powered ship.

Controls include a joystick to move on-screen characters and two buttons aside each joystick for jumping and receiving. All the game's moves are there, from blocking to diving and back spiking.

V'Ball allows straight-forward installations into *Gauntlet I* and *II*, *Quartet*, *Rampage*, *Xenophobe*, *Power Drive*, *Kick & Run*, *Dark Adventure*, and other multi-player games with a simple dip-switch adjustment.

For more information, or distributor referral, write Taito America Corp., 660 S. Wheeling Road, Wheeling, IL 60090; (312) 520-9280.

Quarterflash

Perceptive Resources has developed *Quarterflash*, a new entry in the redemption game market.

Quarterflash is a two-tier coin merchandising game that features cabinet construction of high-quality melamine board with resistance to marring. Components are all designed for long term durability and covered by a manufacturer's warranty.

Features include a tilt alarm and lock-out for security, optional ticket dispenser and optional token hopper, stainless steel coin mechanisms, coin or token operation, high visibility marquee, and double door locks.

The attractive cabinet is gleaming white with silver trim.

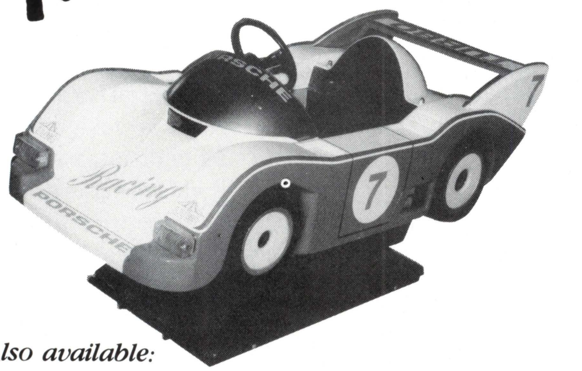
For more information, write Perceptive Resources, Inc., 5697 Sarah Ave., Unit 4, Sarasota, FL 34233; (813) 923-3003.

QUARTERFLASH

Kiddie Rides

COASTAL
AMUSEMENT
DISTRIBUTORS, inc.
Introduces:

TURBO PORSCHE



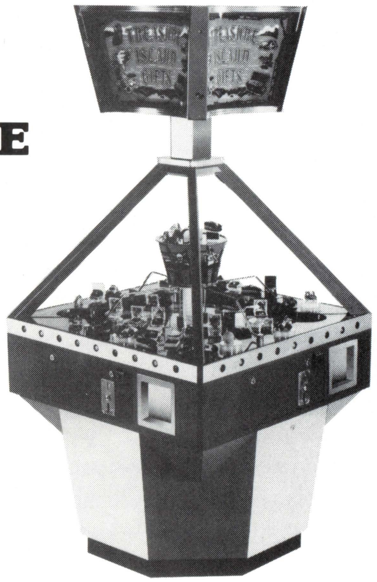
Also available:

- **Mean Machine**
- **Thomas The Train**
- **Robert E. Lee Riverboat**
- **And More!**

"CLOSE OUT"

LIMITED
QUANTITY

TREASURE ISLAND GIFTS

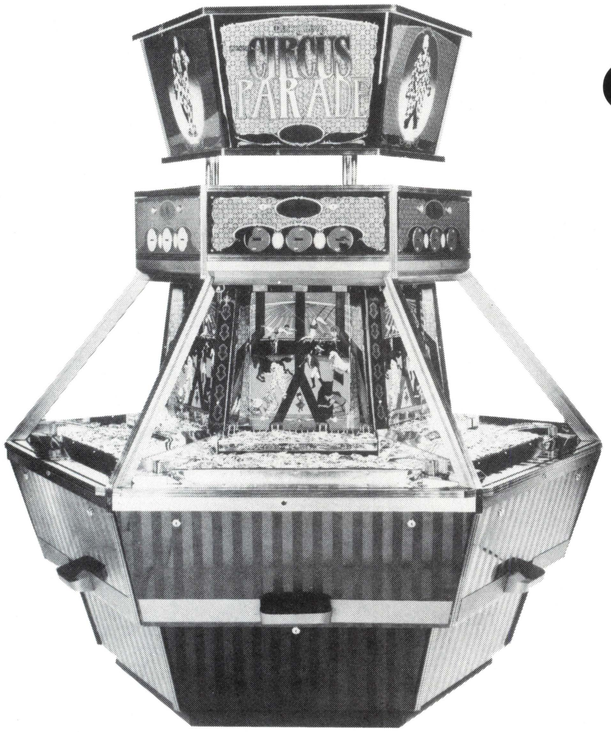


- **4 player rotary**
- **percentage adjustments**
- **full tilt alarm system**
- **adjustable turntable speed**

COASTAL AMUSEMENT DISTRIBUTORS *Presents*

LEVY'S SPECTACULAR
BIG TOPPER

CIRCUS PARADE



- **6 player pusher**
- **Duel self filling jackpots**
- **Full anti-cheat system**
- **Cosmetic excellence**
- **Fantastic coin display**
- **Ultimate in play-appeal**

Also available:

Flippa Winna — 3 player
Penny Falls — 12 player
Splash Down — 8 player

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COASTAL
AMUSEMENT
DISTRIBUTORS, INC.

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Lakewood, N.J. 08701
(201) 681-8900
FAX (201) 363-6329
TELEX: 132168

Convert-A-Game System

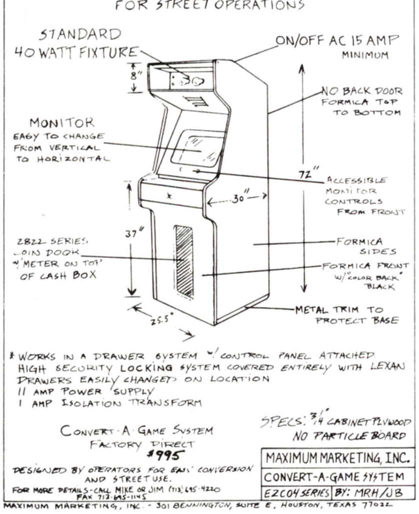
Maximum Marketing introduces its *Convert-A-Game System* cabinet designed for a five year street life.

Major features of this cabinet system include all wood construction (no fiber board), no back door, monitor adjustments accessible from the front, easy convertibility, standard light bulbs in the marquee, metal trim on the base for protection; plus formica on the sides, front and back.

The cabinet features a "works in a drawer" system with control panel attached. There is a high-security locking system and 11 amp power supply. The company has termed the system "designed by operators for street operations," and emphasized the importance of cabinet systems, kits, and a proper mix of equipment for street operators.

For more information, write Maximum Marketing, Inc., 301 Bennington, Suite E, Houston, TX 77022: (713) 695-4220.

THE CABINET DESIGNED BY OPERATORS FOR STREET OPERATIONS


STANDARD 40 WATT FIXTURE
8"
ON/OFF AC 15 AMP MINIMUM
NO BACK DOOR FORMICA TOP TO BOTTOM
MONITOR EASY TO CHANGE FROM VERTICAL TO HORIZONTAL
72"
ACCESSIBLE MONITOR CONTROLS FROM FRONT
30"
37"
2822 SERIES COIN DOOR W/ METER ON TOP OF CASH BOX
FORMICA SIDES
FORMICA FRONT W/ "COLOR BACK" BLACK
METAL TRIM TO PROTECT BASE
25.5"
*

* WORKS IN A DRAWER SYSTEM W/ CONTROL PANEL ATTACHED
HIGH SECURITY LOCKING SYSTEM COVERED ENTIRELY WITH LEXAN
DRAWERS EASILY CHANGED ON LOCATION
11 AMP POWER SUPPLY
1 AMP ISOLATION TRANSFORM

CONVERT-A-GAME SYSTEM
FACTORY DIRECT
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SPECS: 3/4" CABINET PLYWOOD
NO PARTICLE BOARD

DESIGNED BY OPERATORS FOR EASY CONVERSION AND STREET USE.
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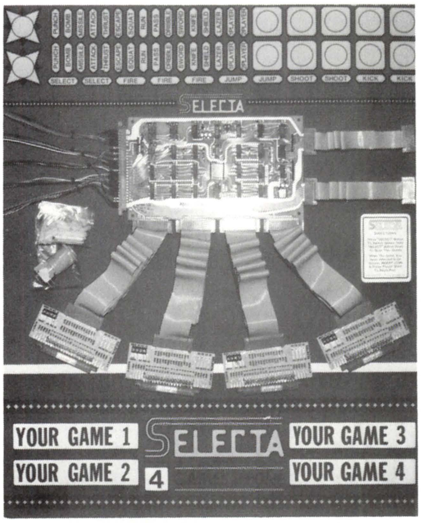
MAXIMUM MARKETING, INC.	
CONVERT-A-GAME SYSTEM	
EZC04 SERIES	BY: MRH/JB

MAXIMUM MARKETING, INC - 301 BENNINGTON, SUITE E, HOUSTON, TEXAS 77022


SELECT
FIRE
JUMP
SHOOT
KICK
SELECTA
YOUR GAME 1
YOUR GAME 2
YOUR GAME 3
YOUR GAME 4
SELECTA
4

Selecta

Pro-Circuitry debuts its *Selecta* universal multiple video game system, a conversion kit that allows installation of four games in one cabinet without any hassle. It is fully JAMMA compatible and can also be set for two or three games in one with the dip switch.

Printed circuit interface (I/F) cards are used to match the game logic board's edge connector pinout with *Selecta*'s game ports. The I/F cards are connected to the *Selecta* game ports using keyed ribbon cables. There are two basic types of I/F cards: generic and pre-printed. Pre-printed have all the necessary connections "pre-printed" and are for specific pinouts.

The present pre-printed library consists of 28 position JAMMA standard pinout, 22 position *Pac Man* series pinout, and 18 position Konami standard pinout. Pro-Circuitry plans to broaden the pre-printed library as demand dictates.

Generic cards are universal cards meant for games not in the pre-printed library. Easy-to-read labels make for fast and easy installation of jumper wires to match the game logic board's edge connector pinout with *Selecta*'s game ports. There are generic cards for games with 18, 22, and 28 position edge connectors, eliminating the need to make wireharnesses.

Once installed, the *Selecta* mother board acts as a universal conversion system allowing game changes in as little as 15 minutes.

For more information, write Pro-Circuitry, 409 Utica St. #26, Huntington Beach, CA 92648; (714) 960-4789.

Super 6 Plus

Arachnid has taken all the features of the Super 6 and Super 6 Plus kit and added a Coin Credit Card and Cricket 200 to produce the new *Super 6 Plus*.

First of the new features, the Coin Credit Card, is special hardware built into the game. It is designed to allow operators to choose and change the number of credits per coin or number of coins per credit. The price of the game can then be lowered or raised with the flip of a switch.

The second feature, Cricket 200, is an updated and now standard version of the game on all English Mark Darts machines. Players are limited to scoring 200 points over their opponents. Cricket 200 forces players to close numbers quicker; resulting in shorter games, more games, and increased profits.

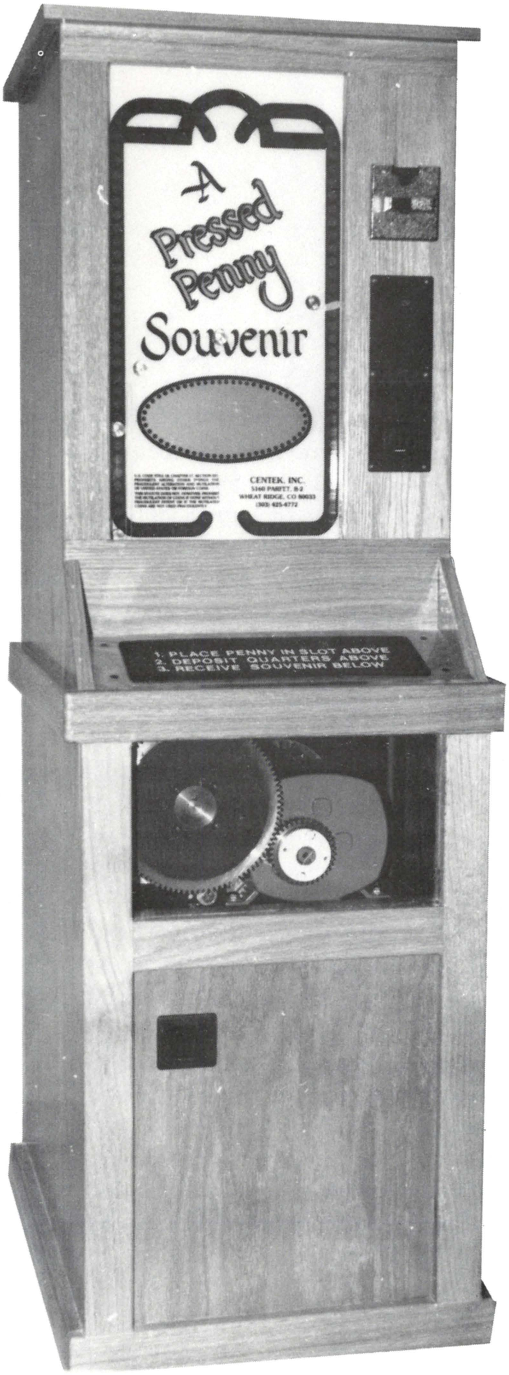
The *Super 6 Plus* includes the Tic Tac Darts and Horse games and all the games standard on a Super 6 as well as the Arachnid Web to snare missed darts.

For more information, or distributor referral, write Arachnid, Inc., 6421 Material Ave., P.O. Box 2901, Rockford, IL 61132; (800) 435-8319 or (815) 654-0212.

"Super 6"
ENGLISH MARK DARTS
Arachnid

CENTEK INC.

INTRODUCES ITS NEW MODEL WHICH ALLOWS FULL VIEWING OF PENNY FROM TIME OF VALIDATION TO YOUR CUSTOMER RECEIVING THEIR PRESSED PENNY SOUVENIR.


A Pressed Penny Souvenir
CENTEK, INC.
5160 PARFET, B-2
WHEAT RIDGE, CO 80033
(303) 425-4772
1. PLACE PENNY IN SLOT ABOVE
2. DEPOSIT QUARTERS ABOVE
3. RECEIVE SOUVENIR BELOW

FEATURES

- * OAK CABINET
- * NEW JAM PROOF PENNY VALIDATION
- * FULL VIEWING OF PRESS CYCLE
- * CUSTOM STAINS UPON REQUEST(Allow 2 weeks)
- * BRASS EAGLE LEGS(Option)
- * PRICES FROM 25¢ TO $1.25
- * NO STOCKING NECESSARY
- * ALL DIES CUSTOM-MADE
- * NO OBSOLESCENCE

CENTEK INC.
5160 PARFET B#2
WHEAT RIDGE, CO 80033
303/425-4772

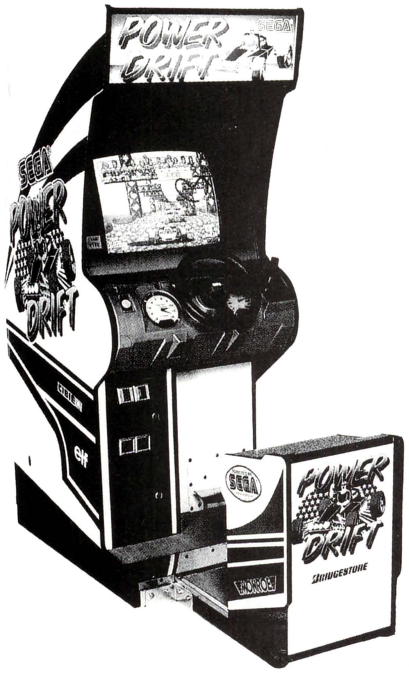
Power Drift

Sega brings 3-D back to the video screen with its newest high-action driving simulation game, *Power Drift*, that uses triple axis, point-of-view graphics.

This driving game challenges players to maintain control through hairpin corners, steep climbs, and roller coaster-like dropoffs. The driver's point of view moves the steering wheel right/left, up/down, and forward/backward. If a corner is taken too quickly, the world takes a 360-degree spin around the player.

Power Drift offers a choice of 12 colorful drivers and five race courses, each with up to five stages. The game comes in a deluxe cockpit style or standard upright cabinet. Both models have a two-speed shifter, accelerator pedal, foot brake, and stereophonic sound.

For more information, or distributor referral, write Sega Enterprises, Inc., USA, 2149 Paragon Drive, San Jose, CA 95131; (408) 435-0201.



Chase H.Q.

Taito America offers a new type of driving game with *Chase H.Q.*, a video that features high-speed chases through downtown streets and country backroads on a wild chase to apprehend wanted criminals.

The player drives a turbo-powered sports car in his chase. He carefully listens to radio transmissions that set him off and running, using radar and occasional helicopter assistance in locating the crooks. Radio messages from headquarters are heard throughout the chase, giving helpful hints and comments on performance. An on-screen timer displays the time limit to capture each criminal.

Once the criminal's car is sighted lights flash, sirens sound, and the timer is extended. Players must repeatedly crash into the criminal's vehicle to immobilize it. If the player runs out of time, he can continue the chase by using the continue play option.

For more information, or distributor referral, write Taito America Corp., 660 S. Wheeling Road, Wheeling, IL 60090; (312) 520-9280.

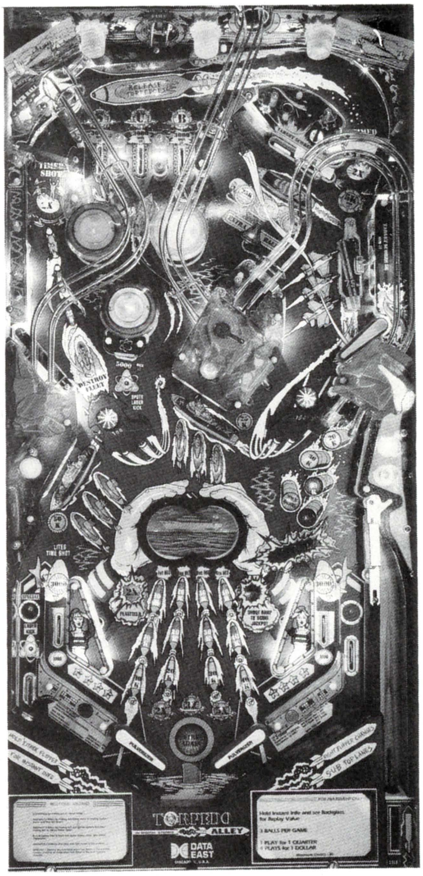
Torpedo Alley

Data East brings submarine adventure to the pinball playfield with *Torpedo Alley*, a game featuring control lamps and flash lamps on printed circuit boards for reliability and easy service.

Other points of interest are the gold contact micro switches on all rollover switches. There's also a removable speaker housing with easy-in and easy-out design, stronger legs with gussets, and all plywood cabinet. All PCBs are located in the backbox for easy service.

Players can actually sink a mechanical ship when playing *Torpedo Alley*. There are S-U-B Lanes, Time Shots, Drop Target 3-Bank, Instant 2 Ball, Instant 3 Ball, Jackpot, and a buy-in feature.

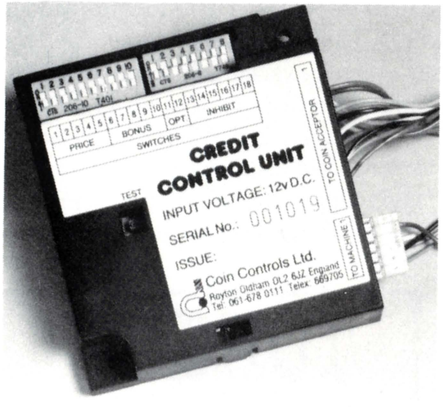
For more information, or distributor referral, write Data East USA, Inc., 470 Needles Drive, San Jose, CA 95112; (408) 286-7080.



TRADE ACCESSORIES

Credit Control Unit

The new Credit Control Unit (CCU) from Coin Controls gives operators the total flexibility to change the prices charged on any game, for any occasion, as they'd like. Popular games will make more money since operators can increase the price they charge while the games are "hot." Conversely, older games can have extra longevity when operators change the price as popularity decreases.

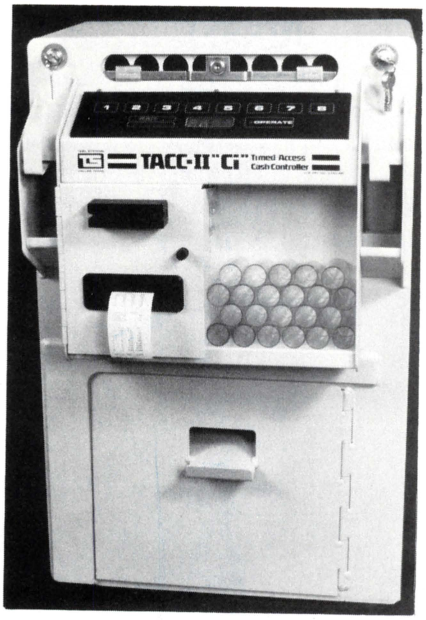


For amusement game manufacturers, the CCU with the EM5 electronic coin acceptor offers maximum flexibility. Operators can use the CCU for limited control with any conventional mechanical acceptor with a microswitch. The CCU with an EM5 allows a game to accept any price combination of coins or tokens that the operator wishes to set.

For more information, contact Coin Controls, Inc., 1000A Touhy Ave., Elk Grove Village, IL 60007; (800) 323-8174 or (312) 228-1810.

Cash Controller

Tidel Systems introduces the new TACC Ci (Timed Access Cash Controller "Computer interface"), a totally programmable cash management system. It not only reduces the chance of robbery by vending cash on a time-delay basis, but also makes employee shrinkage a virtual impossibility by monitoring and recording each cash transaction.

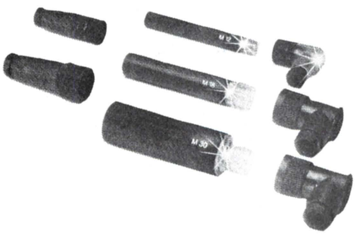


By acting as a drop safe for large bills, vending only small amounts of cash, and requiring a time delay between vendings, the cash controller has been credited with substantially reducing armed robberies and employee theft. The TACC Ci is also available with an optional built-in or remote printer that generates a printed record of each day's transactions.

For more information, contact Tidel Systems, Inc., 2615 E. Belt Line Rd., Carrollton, TX 75006; (214) 416-8222.

Circular Connectors

Alpha Products, maker of interconnection products for the electronics industry, introduces a new interconnection system to the market. These connectors are circular and come in cable mount and tube mount styles. The tube mount unit may be attached to an optical proximity sensor used in areas where counting or movement is important.

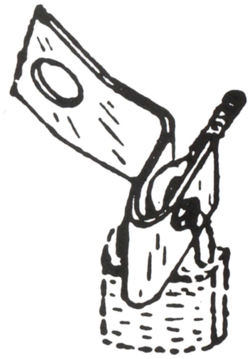


Additionally, Alpha Products can supply a PC board-mounted LED unit that can be built into the connector and be visible through the cable mount housing. Three different sizes are available with straight or right angle strain reliefs.

For more information, contact Alpha Products, Inc., Customer Service Dept., 5740 Corsa Ave., Westlake Village, CA 91362; (818) 889-9304.

Security Bar

The Model S-7R from A-1 Products is a short security bar with a covered eyebolt to prevent bolt cutting. It is designed to be used on games where the door stands out from the cabinet about three-sixteenths of an inch. Whereas the Model S-7 is suitable for game doors which are relatively flat to the cabinet, the S-7R has an additional bend to allow the bar to come down lower to the cabinet.

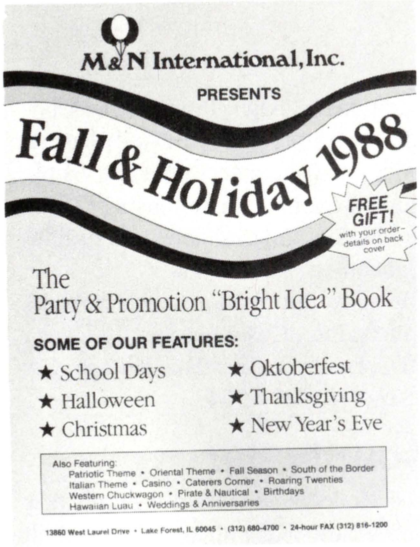


Easily installable on any game, the cam lock or a bolt goes through the round hole to fasten the bar to the game door. Then a padlock is used through the bar and eyebolt.

For more information, contact A-1 Products, Kinston, NC; (919) 527-8241 or request from your distributor: Wico, Inc., Amusement Emporium, or Baton Lock Co.

Decorations Catalog

The newest decorations catalog from M & N International features several expanded sections geared toward current events. Taking its cue from the political events of 1988, the *Party and Promotion Bright Idea Book* for the fall and holiday season has expanded political and international sections.



M&N International, Inc.

PRESENTS

Fall & Holiday 1988

FREE GIFT! with your order—details on back cover

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SOME OF OUR FEATURES:

★ School Days
★ Halloween
★ Christmas
★ Oktoberfest
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Also Featuring:
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Each catalog offers a wide array of products for every holiday and theme section. The 1988 fall catalog consists of 112 pages divided into 25 theme and holiday sections, from "School Days" through "New Year's Eve." Also featured are complete product lines with accompanying photos for most items.

A free catalog may be obtained by writing to M & N International, 13860 W. Laurel Dr., Dept. W, Lake Forest, IL 60045; (312) 680-4700.

Open Barrel Counters

ENM Co. offers the Series M20 small non-reset open barrel counters. These two-to seven-digit counters offer four different drives: revolution, direct drive, rotary ratchet, and ratchet with stops. Ratchet counters have non-overthrow mechanisms to eliminate the possibility of double counting.

000531
999420
888319

Counters are supplied with or without superfinished SS shaft, choice of left or right hand drive or both, top-going or top-coming. The Series M20 offers optional wheel and figure colors plus an optional large wheel four-figure model. These counters are precision engineered for high accuracy and reliability.

For a detailed technical data sheet on the Series M20, contact ENM Co., 5617 Northwest Hwy., Chicago, IL 60646; (312) 775-8400.

Fruit Juice Medley

New England Apple Products, makers of Veryfine Fruit Juices and Drinks, will launch Apple Cherry Berry and Lemon Lime drinks in 11.5-ounce aluminum cans for vending units. This is an expansion of its successful 10-ounce bottle line.

Veryfine lemon lime drink
Veryfine apple cherry berry drink

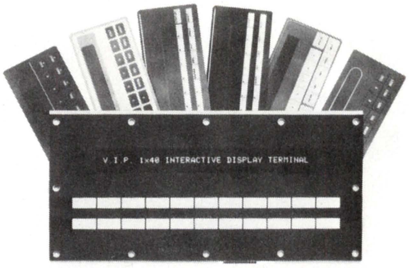
Both products are pasteurized for an extended shelf life of two years. The addition brings Veryfine's total line to 22 fruit juice and drink flavors.

For more information, contact New England Apple Products Co., Inc., P.O. Box 2425, Harwood Station, Littleton, MA 01460; (617) 486-3521.

Computer Software

Evergreen Ventures has released a new set of computer software programs designed to run on the IBM PC and compatibles. Entitled The Sales Associate System, it's based upon the book *The Sales Associate*, released in 1987, which shows a salesperson how a personal computer can help in organization and productivity. Sales organizations that use personal computers describe an average productivity gain of 43 percent, according to a recent survey. The Sales Associate System includes modules to maintain sales prospect lists, call records, account strategy records, forecasts, orders, time management planning, and mass marketing. The introductory price is $124.95.

For more information, contact Evergreen Ventures Corp., P.O. Box 1269, Southampton, PA 18966; (609) 753-0758.



Mini-Terminal

The industrial products division of IEE, manufacturer of electronic displays and keyboards, has a new addition to its family of interactive touch-entry display modules. The V.I.P. module (Model 390X-01) combines a one line by 40-character vacuum fluorescent display with a standard two-row by 11-column metal dome key pad. This provides tactile feedback and features ESD shielding.

Both upper and lower case letters are provided on the display, along with an ex-

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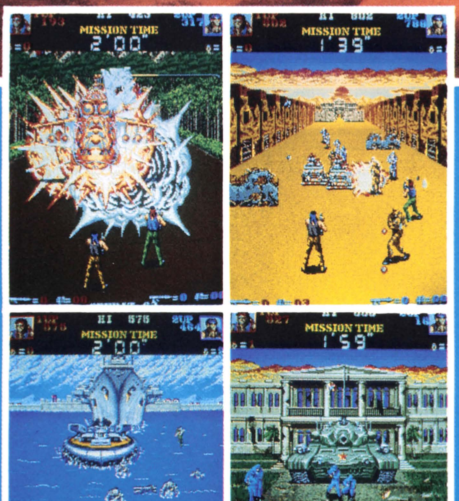
MISSION TIME
2'00"
MISSION TIME
1'39"
MISSION TIME
2'00"
MISSION TIME
1'59"

- Dedicated Game
- Vertical Monitor
- 2-Player Interactive
- Buy-in & Continuation Features

KONAMI®

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Phone: (312) 595-1443 · Fax: (312) 595-2973 · Telex: 6871385 KONAM UW

DEVASTATORS™

1. Vertical Monitor

2. 2-Player Interactive

3. Buy-in and Continuation features

4. Each Player's Controls Are:

1 8-way joystick
2 buttons: shoot
grenade/bazooka

Description:

Looking for adventure? There's plenty of action and intrigue to be found in **Devastators!** Go into battle in a combat-ready condition. At the start of the game, the players parachute into the desert to begin their first mission.

The players are armed with machine guns and a limited supply of hand grenades. By destroying certain enemies, they can obtain more firepower—extra grenades as well as bazookas. Bazookas are used to blow up large enemy objects only when the red or blue cursor appears on screen.

Prepare to face enemies in every setting—the game takes the players through the desert, forest, airport, sea, and other settings. The players are involved in 7 covert operations:

1) Battle enemy soldiers in the heat of the desert until the enemy's ammunition base is reached and destroyed.

2) Sneak into the enemy's airport and steal their new high-tech jet.

3) Rescue the prisoners who are held captive deep in the forest.

4) Weaken the enemies by cutting off their communication facilities.

5) Swim across the ocean, shooting at adversaries and ships until the enemy's battleship is found and sunk.

6) Seek out and annihilate the enemy base.

7) At the embassy, fight the enemies in order to overthrow the government and save the ambassador.

KONAMI®

panded ASCII character set that includes scientific and European characters.

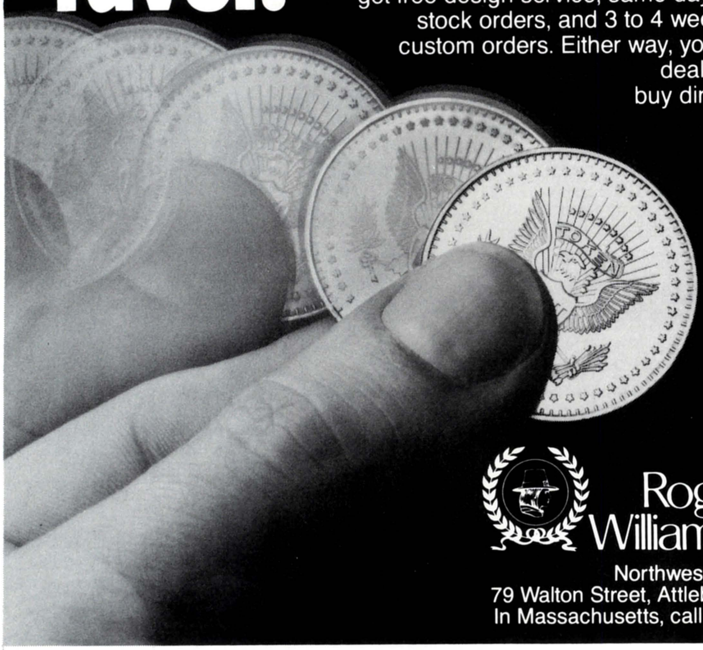
For more information, contact IPD Sales, IEE, 7740 Lemona Ave., Van Nuys, CA 91409; (818) 787-0311, ext 418.

Stripping Agent

Master Bond MB6A is an effective solvent composition for deflashing and decapsulation of cured epoxy resin compounds. It initiates and promotes disintegration by flaking and breaking rather than pure solvent action. Master Bond MB6A is completely miscible with water, and after appropriate water solution it can be discarded in the drain.

Importantly, it does not discolor nor attack metals or platings commonly employed in electronic assemblies. Master Bond MB6A is a superior solvent and has been proven effective in deflashing use of various discrete solid state devices. It is available in pint, quart, gallon, five-gallon, and drum containers.

For more information, contact Master Bond, Inc., 154 Hobart St., Hackensack, NJ 07601; (201) 343-8983.□



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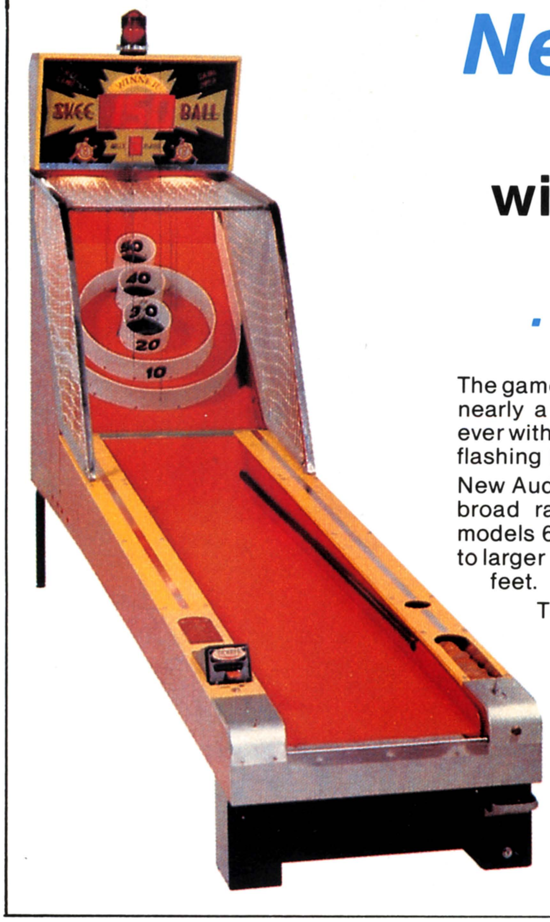

New 10 and 13-foot SKEE-BALL with sound, flashing lights and digital scoring!

. . . a proven money maker.

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New Audio Skee-Ball is available in a broad range of sizes — from small models 6 or 8 feet long, ideal for kids, to larger models ranging from 10 to 13 feet.

To operate, players simply drop a coin into a slot, and they're served 9 balls — and a lot of fun. Every round is tallied by a "big brother" electronic scoreboard. (Mini Skee-Ball works the same way.)

A variation of the standard game is also available: *Bonus Ball,* with two more scoring pockets that can deliver 100 extra points per pocket.

Contact Skee-Ball for information and literature.

Now there's also a Mini Skee-Ball for the kids. But don't let the little size fool you, for even adults can find it an exciting challenge.

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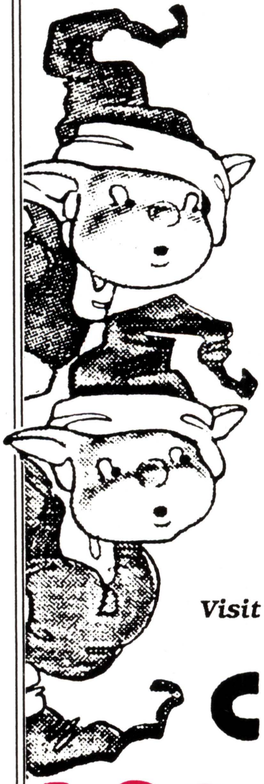

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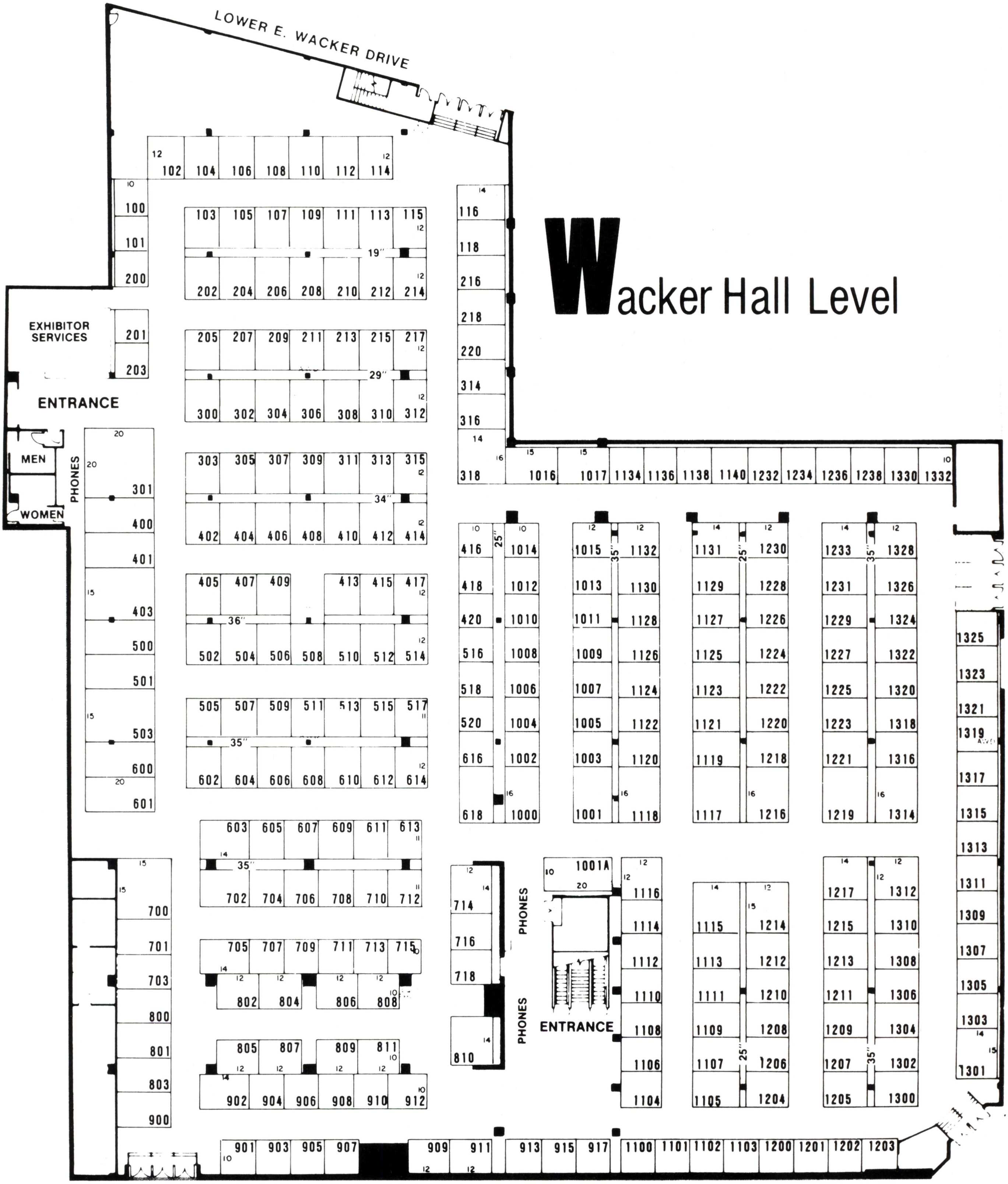
LOWER E. WACKER DRIVE
102 104 106 108 110 112 114
100 101 200
103 105 107 109 111 113 115
19"
202 204 206 208 210 212 214
EXHIBITOR SERVICES
201 203
205 207 209 211 213 215 217
29"
300 302 304 306 308 310 312
ENTRANCE
MEN
WOMEN
PHONES
301 400 401 403 500 501 503 600 601
303 305 307 309 311 313 315
34"
402 404 406 408 410 412 414
405 407 409 413 415 417
36"
502 504 506 508 510 512 514
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603 605 607 609 611 613
35"
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1016 1017 1134 1136 1138 1140 1232 1234 1236 1238 1330 1332
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25"
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1131 1129 1127 1125 1123 1121 1119 1117
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1233 1231 1229 1227 1225 1223 1221 1219
35"
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1325 1323 1321 1319 1317 1315 1313 1311 1309 1307 1305 1303 1301
714 716 718 810
PHONES
1001A
ENTRANCE
PHONES
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1115 1113 1111 1109 1107 1105
25"
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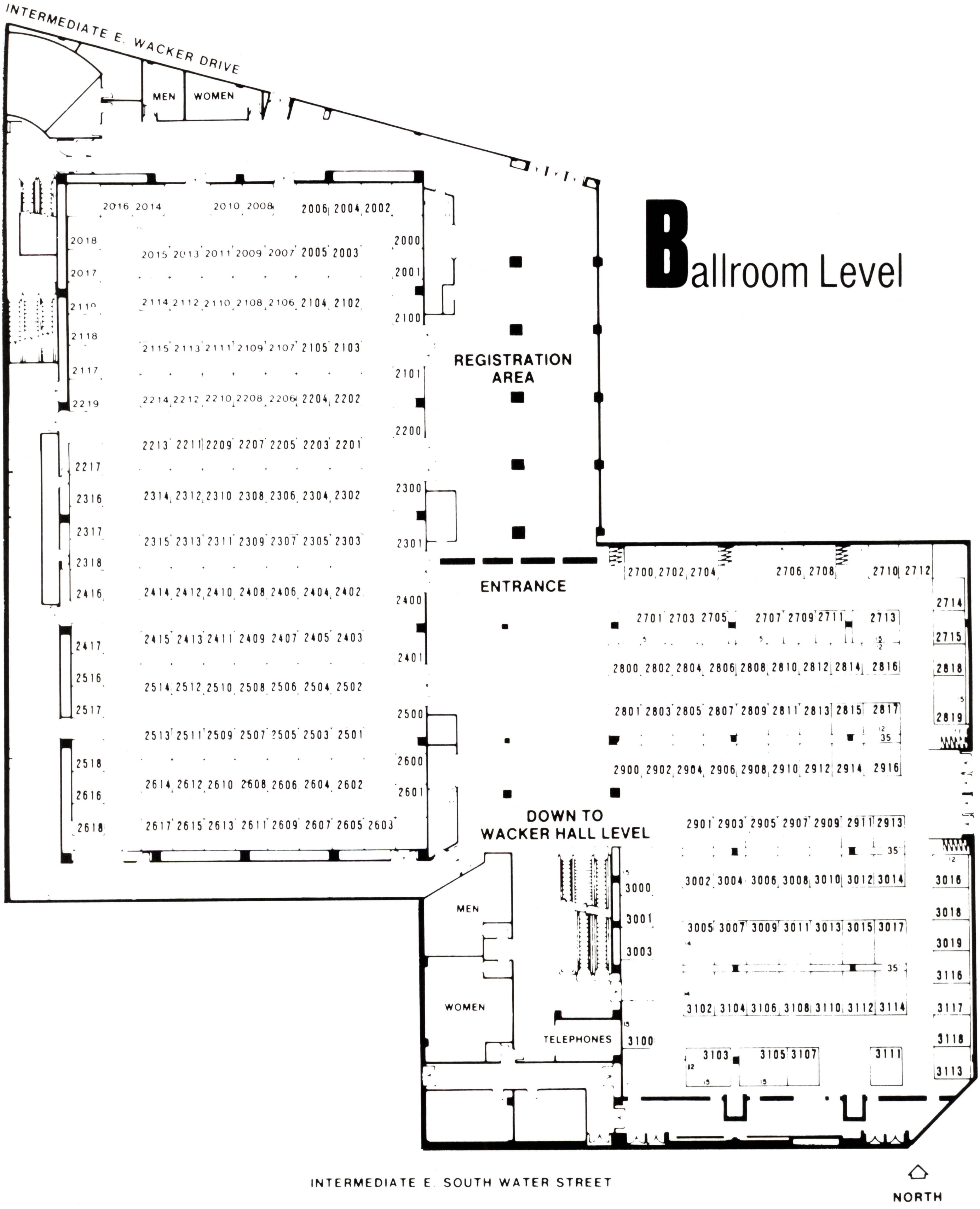
35"
1312 1310 1308 1306 1304 1302 1300
1100 1101 1102 1103 1200 1201 1202 1203
LOWER E. SOUTH WATER STREET
NORTH

- **All booths 10′ x 10′ unless otherwise indicated**
- **All booths have 10′ frontages unless otherwise indicated**

Ballroom Level


INTERMEDIATE E. WACKER DRIVE
MEN
WOMEN
2016 2014 2010 2008 2006 2004 2002
2018
2015 2013 2011 2009 2007 2005 2003
2000
2017
2001
2119
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2100
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2115 2113 2111 2109 2107 2105 2103
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2617 2615 2613 2611 2609 2607 2605 2603
REGISTRATION AREA
ENTRANCE
DOWN TO WACKER HALL LEVEL
2700 2702 2704 2706 2708 2710 2712
2714
2701 2703 2705 2707 2709 2711 2713
2715
2800 2802 2804 2806 2808 2810 2812 2814 2816
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2819
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2901 2903 2905 2907 2909 2911 2913
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3005 3007 3009 3011 3013 3015 3017
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35
3116
3102 3104 3106 3108 3110 3112 3114
3117
3100
3118
3103 3105 3107 3111
3113
MEN
WOMEN
TELEPHONES
INTERMEDIATE E. SOUTH WATER STREET
NORTH

EXHIBITOR LIST

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AMOA NATIONAL DART ASSOC.	Registration Lobby
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ACME PREMIUM SUPPLY CORP.	2714
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ALLME INC.	8 West Tower
ALLSTAR MUSIC, INC. (THE SILENT PARTNER)	2305
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AMERICAN SHUFFLEBOARD CO., INC.	1113
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AMUSEMENT EMPORIUM, INC.	510
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ARDAC, INC.	1017
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AUTOMATIC PRODUCTS	509
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R.H. BELAM	2401
BETSON ENTERPRISES	616
BIG TEN ELECTRONICS	6 West Tower
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COIN CONTROLS, INC.	505
COIN DATA, INC.	2309
COIN MECHANISMS, INC.	806
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D & R INDUSTRIES, INC.	2901
DCC	2704
DART WORLD, INC.	2509
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DELTRONIC LABS, INC.	2307
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DEUTSCHE WURLITZER GMBH	603
DOYLE & ASSOCIATES, INC.	3008
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ESD	3014
EAGLE LIFT	508
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ETONE	2505
EXIDY, INC.	2002
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FOXTRONIX INC.	2914
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GAMEMASTERS, INC.	2017
GAMES OF TENNESSEE	1330
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GRAYHOUND ELECTRONICS, INC.	2600
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GREEN DUCK CORP.	2700
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HMS MONACO ET CIE LTD.	3001
HOFFMAN & HOFFMAN	11 West Tower
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IMPERIAL INTERNATIONAL	600
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JUKE ROCK SYSTEMS	1228
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KIDDIE RIDES U.S.A.	102
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KONAMI INC.	2800
KRAMER MANUFACTURING CO., INC.	2313
LARAMIE INTEREST, INC.	1129
THE LELAND CORPORATION	2403
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LOEWEN-AMERICA, INC. (NSM)	611
MACK AND PARKER	Registration Lobby
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MAYONI ENTERPRISES	1200
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MELTEC	1323
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MR. VEND	2000
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NATIONAL VIDEO GAMES CLUB OF AMERICA	2 West Tower
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PROFITABLE GAMES, INC.	1016
RJR SALES CO.	901
RARITAN COMPUTER INC.	3113
REPLAY MAGAZINE	2217
ROCK-OLA MANUFACTURING CORP.	711
ROGER WILLIAMS MINT	911
ROMSTAR, INC.	2201
ROSETTE, INC.	2316
ROWE INTERNATIONAL INC.	602
SMS MANUFACTURING CORP.	416
SNK CORP. OF AMERICA	3005
SCAN COIN	2101
SEEBURG CORP.	714
SEGA ENTERPRISES, INC. (USA)	2103
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SHOWCASE, INC.	1104
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STANDARD KIDDIE RIDES	1233
STANDARD METAL TYPER, INC.	2303
STREAK SHOOTER, INC.	14 West Tower
SUNSOFT CORP.	1112
SUNMARK BUSINESS PRODUCTS INC.	1203
SUPERIOR TOY & NOVELTY CORP.	3103
SUZO TRADING CO. BV	2300
TTX GROUP (KIMTRON CORP. LTD.)	1127
TAITO AMERICA CORP.	1001
TAVERN SPORTS INTERNATIONAL	3100
TAYLOR CUTLERY	1231
TECMO,INC.	1232
TEKBILT, INC.	417
TOMMY GATE CORP.	909
TORNADO TABLE SOCCER, INC.	100
TROY M ENTERPRISES, INC.	20 West Tower
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U.S. AMUSEMENT AUCTIONS	2301
U.S. GAMES, INC.	405
THE VALLEY COMPANY	2801
VALLEY RECREATION PRODUCTS	Registration Lobby
VAN LOCK CO., INC.	2200
VARI-TECH CO.(PRODUCTS DIVISION)	3107
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VENDOPRISE	7 West Tower
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VISCO GAMES	3015
WICO DISTRIBUTION CO.	1117
WILLIAMS ELECTRONICS GAMES	303
WILLOW ENTERPRISES	1108
WORLD GAMES	1301

AMOA EXPO '88

Exhibitor List

Please note that most of these companies have more than just the one booth listed. However, the purpose of this list is to help you find the company you are looking for; listing one booth number will make it much easier to read.

A-1 PRODUCTS 2908
333 North Queen Street
Kinston, NC 28501
(919) 527-8241

A.L.D. SERVICES INC. 805
519B Rudder Rd.
St. Louis, MO 63026
(800) 77-PLUSH

AMOA JUKEBOX COMMITTEE 706
111 E. Wacker Dr.
Chicago, IL 60601
(312) 644-6610

AMOA NATIONAL DART ASSOC. . . Registration Lobby
1718 North First
Milwaukee, WI 53212
(414) 263-2444

ACE NOVELTY COMPANY, INC. 2905
3815 S. Ashland
Chicago, IL 60609
(312) 847-2600

ACME PREMIUM SUPPLY CORP. 2714
4100 Forest Park Boulevard
St. Louis, MO 63108
(314) 531-8880

ADASTRA INC. . . . . 4 West Tower
8345 W. 16th Ave.
Lakewood, CO 80215
(303) 231-6262

ALLME INC. . . . . 8 West Tower
1171 Landmeyer Rd.
Elk Grove, IL 60007
(312) 228-5559

ALLSTAR MUSIC, INC. (THE SILENT PARTNER) . . . 2305
3441 South Park
Springfield, IL 62704
(217) 793-3350

ALTEC MANUFACTURING, INC. 2713
245 Vine St., Suite A
Reno, NV 89503
(702) 323-2900

AMERICAN AMUSEMENT MACHINE ASSOCIATION . . . 1202
205 The Strand
Alexandria, VA 22314
(703) 548-8044

AMERICAN SHUFFLEBOARD CO., INC. 1113
210 Paterson Plank Road
Union City, NJ 07087
(201) 865-6633

AMERICAN SOCIETY OF COMPOSERS AUTHORS & PUBLISHERS 908
One Lincoln Plaza
New York, NY 10023
(212) 870-7578

AMUSEMENT EMPORIUM, INC. 510
6880 South Emporium Street
Englewood, CO 80112
(303) 790-0885

ARACHNID, INC. 1223
6421 Material Avenue
Rockford, IL 61132
(815) 654-0212

ARCADIA SYSTEMS, INC. 3011
201 San Antonio Circle
#263 Old Mill
Mountain View, CA 94041
(415) 949-5290

ARDAC, INC. 1017
34000 Vokes Drive
Eastlake, OH 44094
(216) 946-3000

ATARI GAMES CORPORATION 205
675 Sycamore Dr.
Milpitas, CA 95035
(408) 434-3700

AUTOMATED PRODUCTION EQUIPMENT 2708
142 Peconic Avenue
Medford, NY 11763
(516) 654-1197

AUTOMATIC PRODUCTS 509
75 W. Plato Boulevard
St. Paul, MN 55107
(612) 224-4391

BALLY MIDWAY MANUFACTURING CO. 103
3401 N. California
Chicago, IL 60618
(312) 267-2240

BATON HARDWARE CO./BATON SECURITY SALES . . . 2702
3428 W. Harvard Street
Santa Ana, CA 92704
(714) 556-2440

R.H. BELAM 2401
530 Hempstead Turnpike
West Hempstead, NY 11552
(516) 292-2670

BETSON ENTERPRISES 616
6 Empire Boulevard
Moonachie, NJ 07074
(201) 440-2200

EXHIBITOR LIST

BIG TEN ELECTRONICS . . . . 6 West Tower
124 2nd Ave. South
Great Falls, MT 59405
(406) 452-7361

BOB'S SPACE RACERS, INC. 2809
427 15th Street
Daytona Beach, FL 32017
(904) 677-0761

BONITA MARIE CO. 2819
1555 Rt. 37W, Suite 6
Toms River, NJ 08753
(201) 349-1994

BRADY DISTRIBUTING COMPANY/
BRADY NOVELTY COMPANY 1324
4308 Wilmont Rd.
Charlotte, NC 28208
(704) 525-8130

DAN BRECHNER & CO., INC. 118
31 Stewart St.
Floral Park, NY 11001
(516) 437-8400

BROWN & WILLIAMSON TOBACCO CORP. . 1001A
P.O. Box 35090
Louisville, KY 40232
(502) 568-7000

CPC SERVICES, INC. 2417
660 White Plains Rd.
Tarrytown, NY 10591
(914) 332-5200

CANADIAN COIN BOX MAGAZINE 203
848 2nd Ave. East
Owen Sound, Ontario, Canada N4K 5P4
(519) 376-9680

CAPCOM U.S.A., INC. 2003
1283-C Mt. View/Alviso Road
Sunnyvale, CA 94089
(408) 745-7081

CAPITOL LIGHTING PRODUCTS 2400
159 Alexander Street
Yonkers, NY 10701
(914) 969-3400

CARDBALL INTERNATIONAL LTD. 1305
5451 Trunk Rd.
Delta, British Columbia Canada V4K 1W6
(604) 946-7644

CAROUSEL INDUSTRIES 1218
1757 Winthrop Drive
Des Plaines, IL 60018
(312) 390-9030

CAROUSEL INTERNATIONAL CORP. 913
P.O. Box 307
Eldon, MO 65026
(314) 392-7122

CENTEK, INC. 201
5160 Parfet Bldg. B-#2
Wheat Ridge, CO 80033
(303) 425-4772

CENTRAL DISTRIBUTING COMPANY 213
3814 Farnam Street
Omaha, NE 68131
(402) 553-5300

COASTAL DISTRIBUTORS 416
601 Prospect St.
Lakewood, NJ 08701
(201) 370-3030

COIN ACCEPTORS, INC. 2608
300 Hunter Avenue
St. Louis, MO 63124
(314) 725-0100

COIN CONCEPTS, INC. 503
532 New Brunswick Ave.
Fords, NJ 08863
(201) 738-7171

COIN CONTROLS, INC. 505
1000A Touhy Avenue
Elk Grove Village, IL 60007
(312) 228-1810

COIN DATA, INC. 2309
P.O. Box 1209
LaVergne, TN 37086
(615) 793-9142

COIN MECHANISMS, INC. 806
817 Industrial Avenue
Elmhurst, IL 60126-1184
(312) 279-9150

CUMMINS-ALLISON CORP. 2511
One Cummins Center
Mt. Prospect, IL 60056
(312) 299-9550
(800) 621-5528

D & R INDUSTRIES, INC. 2901
7111 North Capitol Dr.
Lincolnwood, IL 60645
(312) 677-3200

DCC 2704
1210 Warsaw Rd., Suite 200
Roswell, GA 30076
(404) 587-0208

DART WORLD, INC. 2509
65 Munroe Street
Lynn, MA 01901
(617) 581-6035

DATA EAST USA, INC. 1105
470 Needles Drive
San Jose, CA 95112
(408) 286-7074

DELTRONIC LABS, INC. 2307
8th & Maple Avenue
Lansdale, PA 19446
(215) 362-9112

DESIGN PLUS INDUSTRIES 705
737 E. Marietta Avenue
Peoria Heights, IL 61614
(309) 682-9359

DEUTSCHE WURLITZER GMBH 603
Alter Postweg 408
4995 Stemwede 1
West Germany 4995

DOYLE & ASSOCIATES, INC. 3008
P.O. Drawer 49467
Sarasota, FL 33578-6467
(813) 351-2835

DREW'S DISTRIBUTING CO., INC. 1222
120 S.W. Dr.
Spartanburg, SC 29301
(803) 574-0162

DYNAMO CORPORATION 1219
2525 Handley-Ederville
Richland Hills, TX 76118
(817) 589-7699

ESD 3014
1401 Dreshertown Rd.
Dresher, PA 19025
(215) 628-0860

EAGLE LIFT 508
2401 W. Broadway
Council Bluffs, IA 51501
(712) 322-1111

E-SOFT SYSTEMS 2100
276 Red Pine Circle
Baxter, MN 56401
(218) 829-4743

ETONE 2505
112 Bay Street
Jersey City, NJ 07302
(201) 656-0480

EXIDY, INC. 2002
5122 Calle del Sol
Santa Clara, CA 95054
(408) 496-6466

FABTEK, INC. 110
13807 NE 48th Place
Bellevue, WA 98005
(206) 882-1093

FIDELITY TRADING, INC. 2416
1760 Oak Tree Rd.
Edison, NJ 08820
(201) 549-5721

FOXTRONIX INC. 2914
5460 Brooks St.
Montclair, CA 91763
(714) 984-8272

GAME EXCHANGE 904
1590 Alum Creek Dr.
Columbus, OH 43209
(614) 258-2933

GAMEMASTERS, INC. 2017
5555 Oakbrook Pkwy. Suite 240
Norcross, GA 30093
(404) 662-5666

GAMES OF TENNESSEE 1330
220 River Rd.
Shelbyville, TN 37160
(615) 684-0100

GLOBAL BILLIARD MFG. CO., INC. 809
1263 West 132nd Street
Gardena, CA 90247
(213) 327-0562

GRAYHOUND ELECTRONICS, INC. 2600
Rt. 37 & Germania Station Rd.
Toms River, NJ 08753
(201) 341-5200

GREAT LAKES DART DISTRIBUTORS, INC. ... 910
4454 S. 108th St.
Greenfield, WI 53228
(414) 425-7287

GREEN DUCK CORP. 2700
255 S. Elm St.
Hernando, MS 38632
(601) 368-9033

GREENWALD INDUSTRIES .... 12 West Tower
1340 Metropolitan Ave.
Brooklyn, NY 11237
(800) 221-0982

HANTAREX CORPORATION, LTD. 2501
1261 A. Wiley Rd.
Schaumburg, IL 60173
(312) 843-7226

HAPP CONTROLS, INC. 1134
1251 Pagni Dr.
Elk Grove, IL 60007
(312) 593-6130

HMS MONACO ET CIE LTD. 3001
135 W. 20th Street
New York, NY 10011
(212) 691-9000

HOFFMAN & HOFFMAN .... 11 West Tower
P.O. Box 896
Carmel, CA 93921
(800) 227-5813

HOLLYWOOD MERCHANDIZERS 3002
8044 Lankershim Blvd.
North Hollywood, CA 91605
(818) 767-0981

IMAGINATION LEISURE, INC. 808
251 Dixon Avenue
Amityville, NY 11701
(516) 842-4242

IMPERIAL INTERNATIONAL 600
1270 Valley Brook Ave.
Lyndhust, NJ 07071
(201) 507-0936

IMPRESSMENT PLUS 2016
6217 Factory Rd.
Crystal Lake, IL 60014
(815) 455-2031
(800) 441-5769

INNOVATIVE CONCEPTS IN ENTERTAINMENT 2616
590 Young St.
Tonawanda, NY 14150
(716) 693-9535

INTELLICALL, INC. 2004
2155 Chenault, Suite 410
Carrollton, TX 75006
(214) 416-0022

INTERMARK AMUSEMENTS, INC. 1309
7898 E. Acoma #104
Scottsdale, AZ 85260
(602) 948-7707

J-S SALES CO., INC. 2402
5 S. Fulton Ave.
Mt. Vernon, NY 10550-5185
(914) 668-8051

JALECO USA INC. 3016
5617 W. Howard St.
Niles, IL 60648
(312) 647-7077

JOHNSTON PRODUCTS 2910
627 15th St.
East Moline, IL 61244
(309) 755-5021

JUKE ROCK SYSTEMS 1228
171 Rink St., Unit A 199
Peterborough, Ontario CANADA K9J 2J6
(705) 748-9420

K.A.T. INC./OWL DARTS 2518
2126—28 W. Callender
Peoria, IL 61604
(309) 637-4115

THE KIDDIE RIDE EXCHANGE, INC. 2710
1203 5th Ave.
Rock Island, IL 61201
(309) 788-0135

KIDDIE RIDES U.S.A. 102
604 Main St.
Davenport, IA 52803
(800) 553-8000

KLOPP INTERNATIONAL, INC. 3101
P.O. Box 708
Pinellas Park, FL 34664-0708
(813) 522-9425

KONAMI INC. 2800
815 Mittel Dr.
Wood Dale, IL 60191-1118
(312) 595-1443

KRAMER MANUFACTURING CO., INC. 2313
1100 Towbin Ave.
Lakewood, NJ 08701
(201) 367-7810

LARAMIE INTEREST, INC. 1129
11300 S. Post Oak Rd. #205
Houston, TX 77035
(713) 723-2809

THE LELAND CORPORATION 2403
1841 Friendship Dr.
El Cajon, CA 92020-9981
(619) 562-7000

LI'L MORT SALES, INC. 2614
4141 W. Belmont
Chicago, IL 60641
(312) 545-4141
(800) LIL-MORT

LOEWEN-AMERICA, INC. (NSM) 611
5207 N. Rose St.
Chicago, IL 60656
(312) 992-2280

MACK AND PARKER .... Registration Lobby
55 E. Jackson
Chicago, IL 60604-4183

MARS ELECTRONICS INTERNATIONAL 1216
1301 Wilson Dr.
West Chester, PA 19380
(215) 430-2500

MAYONI ENTERPRISES 1200
10340 Glenoaks Blvd.
Pacoima, CA 91331
(818) 899-2488

MCDERMOTT CUE MFG., INC. 2706
W186 N7137 Marcy Rd.
Milwaukee, WI 53051
(414) 251-4090

MELTEC 1323
1550 B Las Plumas Ave.
San Jose, CA 95133
(408) 923-1302

MERIT INDUSTRIES, INC. 700
2525 State Rd.
Bensalem, PA 19020
(215) 639-4700

MINI PRO GOLF INC. 802
2517 Wyandotte Rd.
Willow Grove, PA 19090
(215) 657-8585

MR. VEND 2000
9582 Topanga Canyon Blvd.
Chatsworth, CA 91311
(818) 718-6061
(800) 877-8363

THE MITEK GROUP 708
One Mitek Plaza
Winslow, IL 61089
(815) 367-3000

MOBILE RECORD SERVICE COMPANY 607
2716 Penn Ave.
Pittsburgh, PA 15222
(412) 391-8182

MUNCIE NOVELTY CO., INC. 906
P.O. Box 823
Muncie, IN 47308
(317)288-8301

EXHIBITOR LIST

NADEL & SONS TOY CORP. **413**
915 Broadway
New York, NY 10010
(212) 254-1677

NANCY SALES CO., INC. **101**
22 Willow Street
Chelsea, MA 02150
(617) 884-1700

NATIONAL TICKET COMPANY **2500**
Ticket Avenue
Shamokin, PA 17872
(717) 648-6803

NATIONAL VENDORS .... **1 West Tower**
5055 Natural Bridge
St. Louis, MO 63115
(314) 383-3000

NATIONAL VIDEO GAMES CLUB OF AMERICA .. **2 West Tower**
6407 Idlewild Rd., Suite 201
Charlotte, NC 28212
(800) 225-9277 or (704) 563-7687

NINTENDO OF AMERICA, INC. **1209**
4820 150th Avenue N.E.
Redmond, WA 98052
(206) 882-2040

NOVA INDUSTRIES **2014**
2075 23rd Avenue
Lachine, Quebec Canada H8T 1X2
(514) 636-4836

NOVA PRO AMUSEMENTS **3111**
290 Heriot St.
Drummondville, Quebec Canada J2B 1A7
(819) 477-2336

NU-CONCEPT SYSTEMS, INC. **2817**
2725 Advance Lane
Colmar, PA 18915
(215) 822-8400

PMI TOYS & NOVELTIES **511**
4322 Tejasco
San Antonio, TX 78218
(512) 829-4666

PATT SUPPLY CORP. **2018**
1335 S. Michigan Ave.
Chicago, IL 60605
(312) 939-7616

P.C. WORLD .... **18 West Tower**
3545 NE 167th St.
N. Miami Beach, FL 33160
(305) 940-5297

PENN RAY SUTRA CORP. **1100**
3684 Meadow Lane
Bensalem, PA 19020
(215) 638-4720

PIONEER LASER ENTERTAINMENT, INC. **1319**
915 E. 230th
Carson, CA 90749
(213) 518-0710

PLATEAU INC. **2602**
1 Plateau Lane
P.O. Box 429
Tracy City, TN 37387
(615) 592-2000

PLAY METER MAGAZINE **807**
6600 Fleur de Lis Drive
New Orleans, La 70124
(504) 488-7003

PLAYFAIR SHUFFLEBOARD CO., INC. **114**
7021 Bluffton Rd.
Fort Wayne, IN 46819
(219) 747-7288
(800) 541-3743

POP-A-SHOT, INC. **1140**
1050 E. Pacific
Salina, KS 67401
(913) 287-6229

PREMIER TECHNOLOGY **301**
759 Industrial Dr.
Bensenville, IL 60106
(312) 350-0400

PRIORITY CIGARETTE SERVICE, INC. **902**
3628 Prospect Ave.
Cleveland, OH 44115
(216) 431-4100

PRIZES! **2008**
5305 Production Dr.
Huntington Beach, CA 92649
(800) 992-2388

PROFITABLE GAMES, INC. **1016**
865 W. North Ave.
Chicago, IL 60622
(312) 943-1017

RJR SALES CO. **901**
401 N. Main St.
Winston-Salem, NC 27102
(919) 741-7879

RARITAN COMPUTER INC. **3113**
11 Running Brook Rd.
Bridgewater, NJ 08807
(201) 874-4072

REPLAY MAGAZINE **2217**
P.O. Box 2550
Woodland Hills, CA 91365
(818) 347-3820

ROCK-OLA MANUFACTURING CORP. **711**
313 South Rohlwing Rd.
Addison, IL 60101
(312) 629-9200

ROGER WILLIAMS MINT **911**
79 Walton St.
Attleboro, MA 02703
(617) 226-3310

ROMSTAR, INC. **2201**
22857 Lockness Ave.
Torrance, CA 90501
(213) 539-2744

ROSETTE, INC. **2316**
P.O. Box 2325
Bala Cynwyd, PA 19004
(215) 668-8392

ROWE INTERNATIONAL INC. **602**
75 Troy Hills Rd.
Whippany, NJ 07981
(201) 887-0400

SMS MANUFACTURING CORP. **416**
601 Prospect St.
Lakewood, NJ 08701
(201) 370-3030

SNK CORP. OF AMERICA **3005**
246 Sobrante Way
Sunnyvale, CA 94086
(408) 736-8844

SCAN COIN **2101**
201 Elden St.
Herndon, VA 22070
(703) 471-6510

SEEBURG CORP. **714**
1105 Westwood Ave.
Addison, IL 60101
(312) 543-1270

SEGA ENTERPRISES, INC. (USA) **2103**
2149 Paragon Dr.
San Jose, CA 95161-0550
(408) 435-0201

SHARP IMAGE ELECTRONICS, INC. **1205**
8000 Wheatland Ave. #C
Sun Valley, CA 91352
(818) 767-8855

SHOWCASE, INC. **1104**
2153 10th St.
Sarasota, FL 34237
(813) 366-1133

SKEE-BALL, INC. **2814**
8th & Maple St.
Lansdale, PA 19446
(215) 362-0300

SPAULDING CONCESSIONS CO. .... **17 West Tower**
3501 Warsaw Ave.
Cincinnati, OH 45205
(800) 543-9922

STANDARD CHANGE MAKERS, INC. **3000**
422 E. New York St.
Indianapolis, IN 46202
(317) 639-3423

STANDARD KIDDIE RIDES **1233**
2106 Forbes Ave.
Pittsburgh, PA 15219
(412) 391-1611

STANDARD METAL TYPER, INC. **2303**
3725 N. Talman Ave.
Chicago, IL 60618
(312) 935-8295
(800) 782-1100

STREAK SHOOTER, INC. .... **14 West Tower**
875 E. Linn St.
Canton, IL 61520
(309) 647-6600

SUNSOFT CORP. **1112**
2250 Elmhurst Rd.
Elk Grove Village, IL 60007
(312) 228-0451

SUNMARK BUSINESS PRODUCTS INC. **1203**
1126 W. 21st St.
Lorain, OH 44052
(800) 255-6275

SUPERIOR TOY & NOVELTY CORP. **3103**
1117 W. 8th St.
Kansas City, MO 64101
(816) 842-2653

SUZO TRADING CO. BV **2300**
Pieter De Hoochstraat 40
Rotterdam, Holland 3024 CS
010-4766399

TTX GROUP (KIMTRON CORP. LTD.) **1127**
1255 LaQuinta Dr., U118
Orlando, FL 32809
(407) 826-0186

TAITO AMERICA CORP. **1001**
660 S. Wheeling Rd.
Wheeling, IL 60090
(312) 520-9280

TAVERN SPORTS INTERNATIONAL **3100**
101 E. Erie St., Suite 850
Chicago, IL 60611
(312) 266-9499

TAYLOR CUTLERY **1231**
320 Cherokee St.
Kingsport, TN 37660
(615) 247-2406

TECMO,INC. **1232**
18005 S. Adria Maru Lane
Carson, CA 90746
(213) 329-5880
(800) 338-0336

TEKBILT, INC. **417**
2517 Wyandotte Rd., P.O. Box 337
Willow Grove, PA 19090
(215) 657-8585

TOMMY GATE CORP. **909**
Bus Brown Drive
Woodbine, IA 51579
(800) 543-8428

TORNADO TABLE SOCCER, INC. **100**
4959 Rendon Rd.
Ft. Worth, TX 76140
(817) 483-6646

TROY M ENTERPRISES, INC. .... **20 West Tower**
776 Reynoldburg-New Albany Rd.
Blacklick, OH 43004
(614) 863-1795

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6 Nursery Lane
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(914) 967-9300

UNITED ARTISTS THEATRE AMUSEMENTS .. **2516**
5005 Calle San Raphael B-5
Palm Springs, CA 92264
(619) 322-4422

U.S. AMUSEMENT AUCTIONS **2301**
2415 W. Amherst
Bloomington, IN 47401
(812) 332-0568

U.S. GAMES, INC. **405**
1346 Oakbrook Dr., Suite 110
Norcross, GA 30093
(404) 441-2910

THE VALLEY COMPANY **2801**
333 Morton St., Box 656
Bay City, MI 48707
(517) 892-4536

VAN LOCK CO., INC. **2200**
3609 Church St.
Cincinnati, OH 45244
(513) 561-9692

VARI-TECH CO.(PRODUCTS DIVISION) **3107**
4520 Spartan Industrial Dr.
Grandville, MI 49418
(616) 538-4088

VENDING TIMES **2818**
545 Eighth Ave.
New York, NY 10018
(212) 714-0101

VIDEOBOX NETWORKS, INC. **707**
944 Park Ave.
New York, NY 10028
(212) 288-3190

VISCO GAMES **3015**
22301 S. Western Ave.
Torrance, CA 90501
(213) 539-2744

WICO DISTRIBUTION CO. **1117**
6400 W. Gross Point Rd.
Niles, IL 60648
(312) 647-7500

WILLIAMS ELECTRONICS GAMES **303**
3401 N. California Ave.
Chicago, IL 60618
(312) 267-2240

WILLOW ENTERPRISES **1108**
325 Roesler Rd.
Glen Burnie, MD 21061

WORLD GAMES **1301**
7046 Sophia St.
Van Nuys, CA 91406
(818) 904-0975

TOP TEN

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Hot 100

TITLE	ARTIST Label & Number/Distributing Label
1. LOVE BITES	DEF LEPPARD MERCURY 870 402-7/POLYGRAM
2. RED RED WINE	UB40 A&M 1244
3. DON'T WORRY, BE HAPPY	BOBBY MCFERRIN EMI-MANHATTAN 50146
4. DON'T BE CRUEL	CHEAP TRICK EPIC 34-07965/E.P.A.
5. ONE GOOD WOMAN	PETER CETERA FULL MOON 7-27824/WARNER BROS.
6. GROOVY KIND OF LOVE	PHIL COLLINS ATLANTIC 7-89017
7. I'LL ALWAYS LOVE YOU	TAYLOR DAYNE ARISTA 1-9700
8. I HATE MYSELF FOR LOVING YOU	JOAN JETT & THE BLACKHEARTS BLACKHEART 4-07919/E.P.A.
9. WHAT'S ON YOUR MIND	INFORMATION SOCIETY TOMMY BOY 7-27826/REPRISE
10. PLEASE DON'T GO GIRL	NEW KIDS ON THE BLOCK COLUMBIA 38-07700

Country

TITLE	ARTIST Label & Number/Distributing Label
1. HONKY TONK MOON	RANDY TRAVIS WARNER BROS. 7-27833
2. STREETS OF BAKERSFIELD	DWIGHT YOAKAM & BUCK OWNES REPRISE 7-27964/WARNER BROS.
3. STRONG ENOUGH TO BEND	TANYA TUCKER CAPITOL 44188
4. UNTOLD STORIES	KATHY MATTEA MERCURY 870 476-7
5. BUTTON OFF MY SHIRT	RONNIE MILSAP RCA 8389-7
6. GONNA TAKE A LOT OF RIVER	THE OAK RIDGE BOYS MCA 53381
7. DARLENE	T. GRAHAM BROWN CAPITOL 44205
8. SUMMER WIND	THE DESERT ROSE BAND MCA/CURB 53354/MCA
9. TEAR STAINED LETTER	JO-EL SONNIER RCA 8304-7
10. BLUE TO THE BONE	SWEETHEARTS OF THE RODEO COLUMBIA 38-07985/CBS

Adult Contemporary

TITLE	ARTIST Label & Number/Distributing Label
1. GROOVY KIND OF LOVE	PHIL COLLINS ATLANTIC 7-89017
2. TRUE LOVE	GLENN FREY MCA 53363
3. DON'T YOU KNOW WHAT THE NIGHT . . .	STEVE WINWOOD VIRGIN 7-99290
4. I'LL ALWAYS LOVE YOU	TAYLOR DANE ARISTA 1-9700
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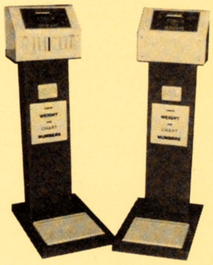

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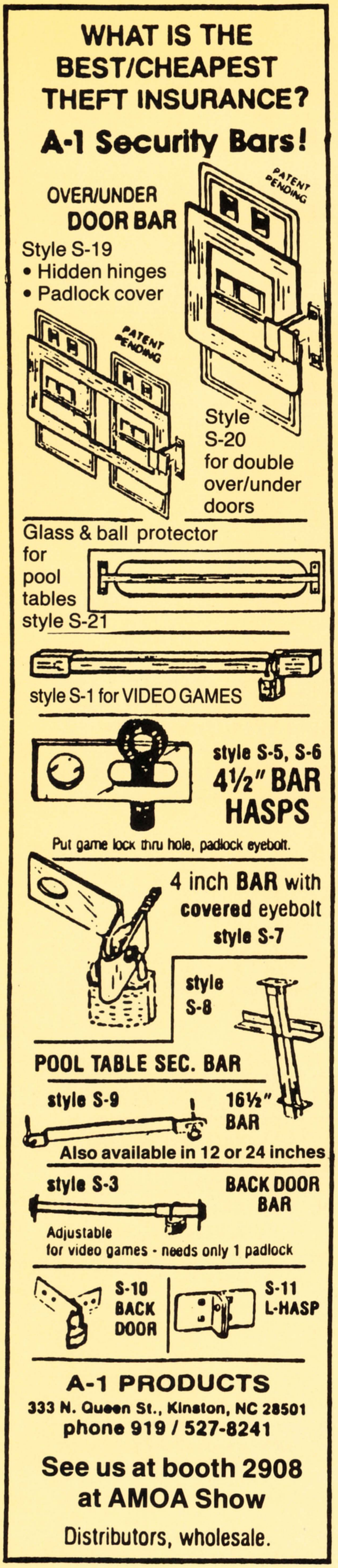

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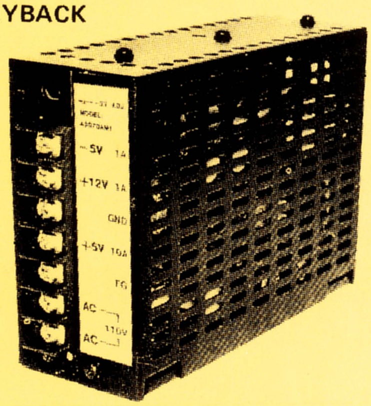

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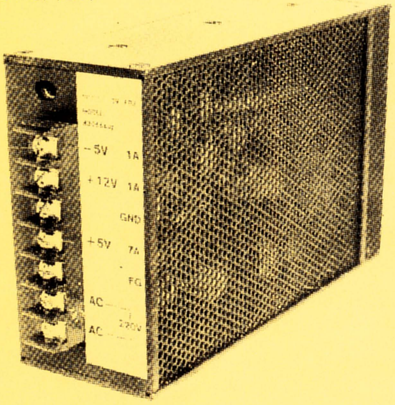

7 A

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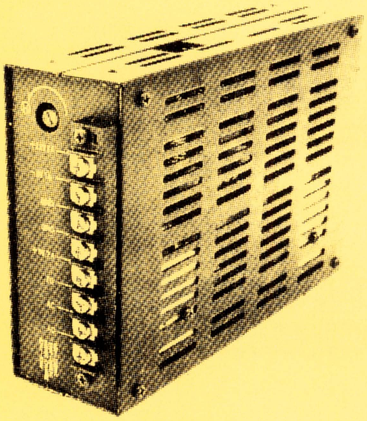

12A

15A

18A

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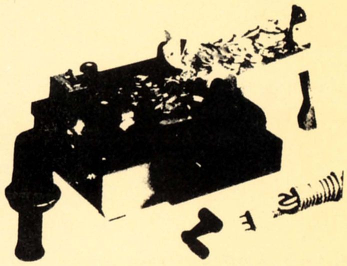

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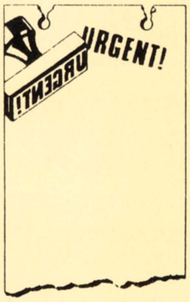
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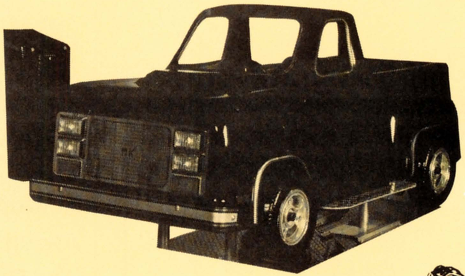

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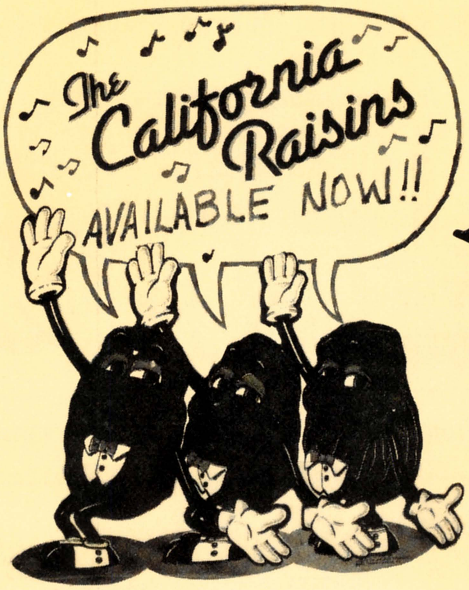

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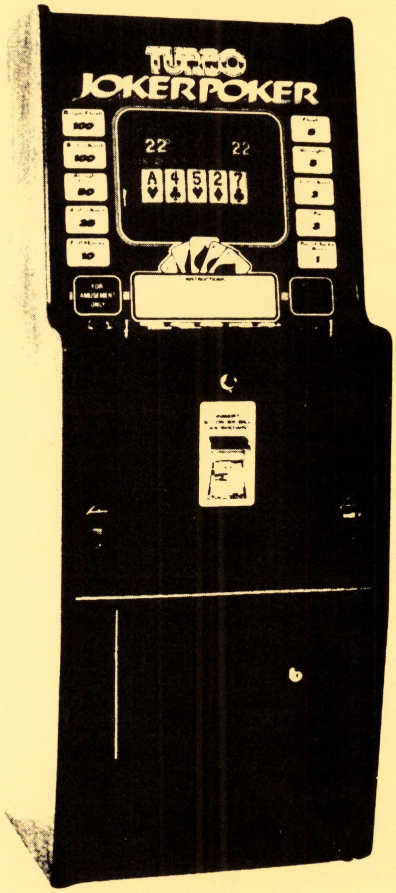

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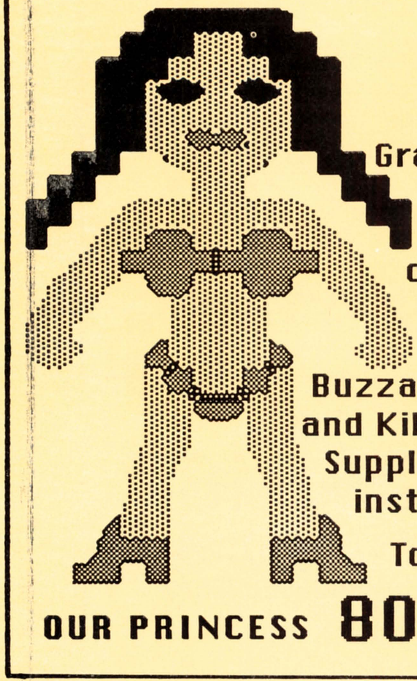

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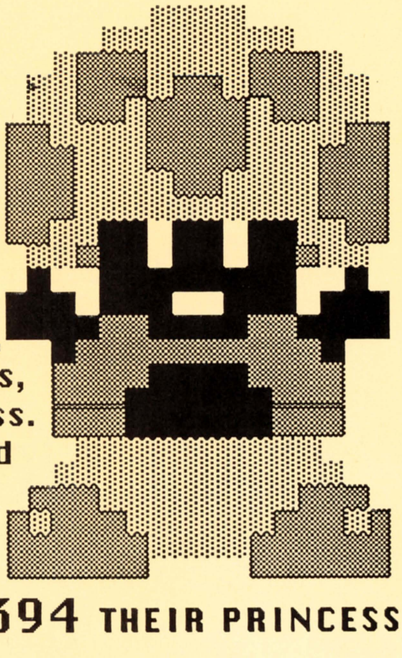

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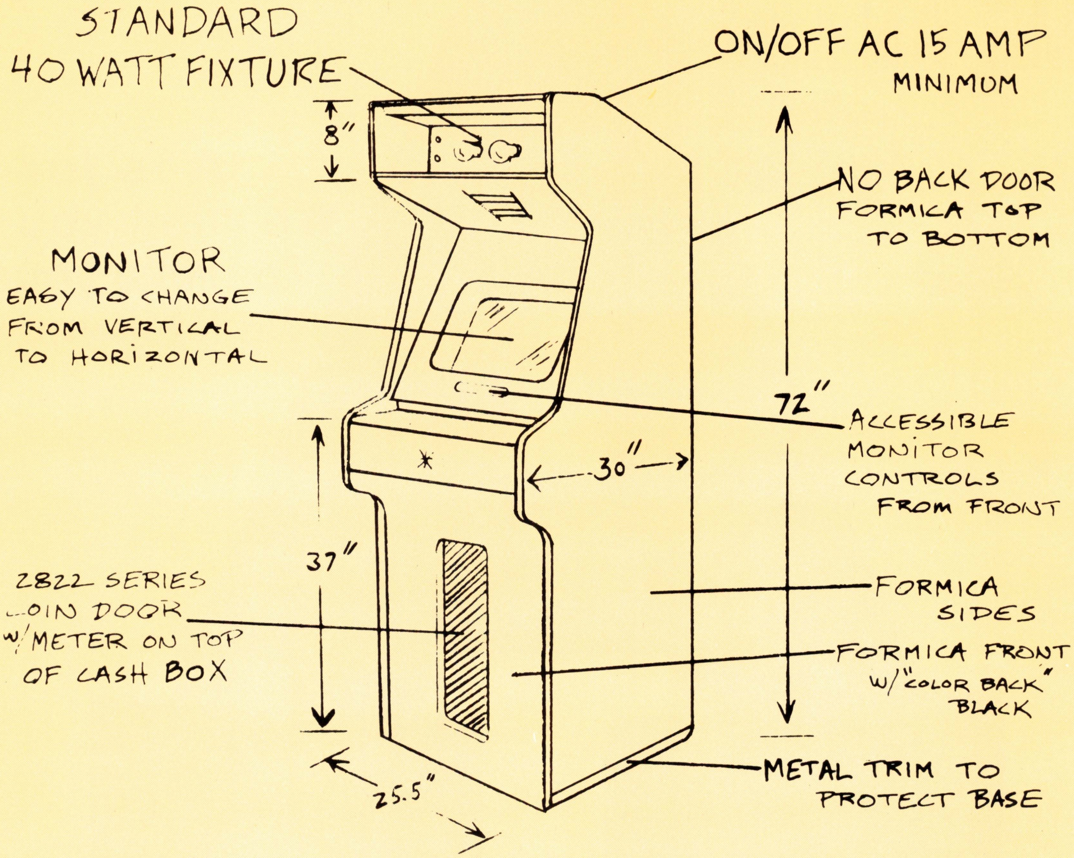
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ATEI, Amusement Trade Exhibitions Ltd., Olympia, London, England. Call 01 228 4017.

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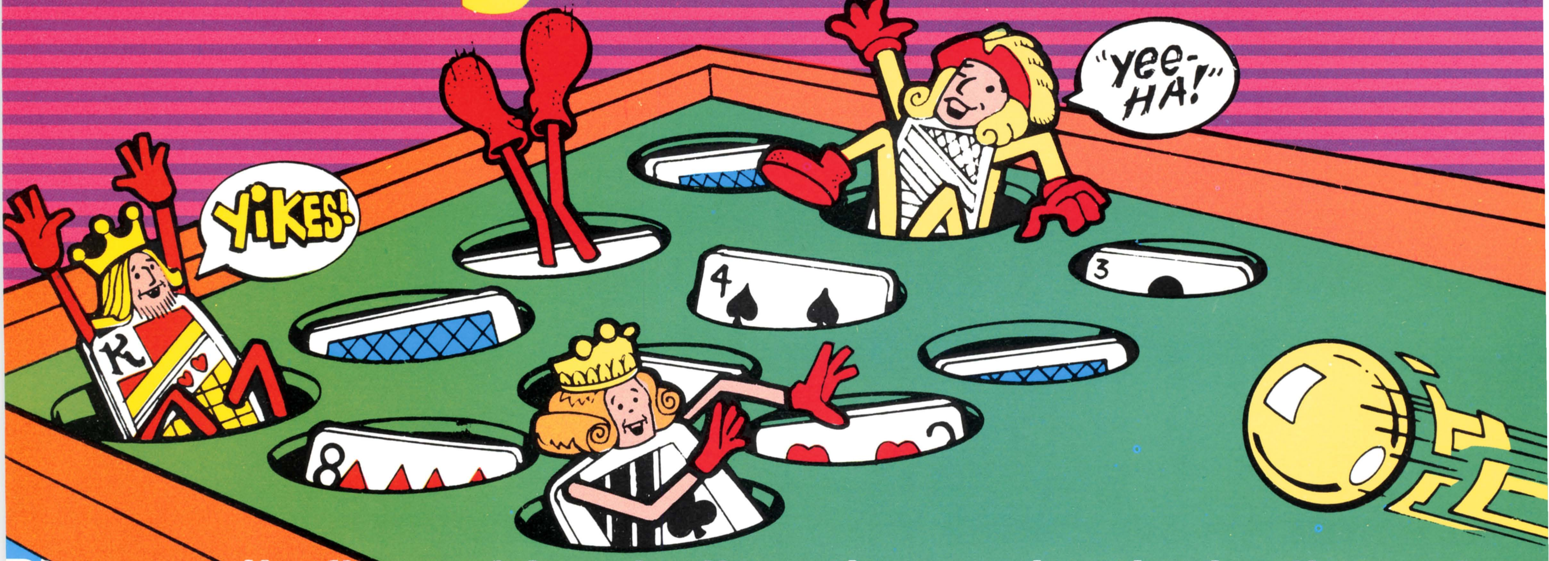
IMA, German amusement exhibition, Messegelande, Frankfurt, West Germany. Contact Heckmann GmbII 06121 58 04 1.

FEBRUARY 23 24 25
Blackpool Amusement Exhibition, Winter Gardens, Blackpool, England. Call 0253 25252.

POKER ROLL

. . . a game of skill!


YIKES!
"YEE-HA!"

Player rolls five rubber balls ... then selectively discards unwanted balls ... and rolls again to improve hand!

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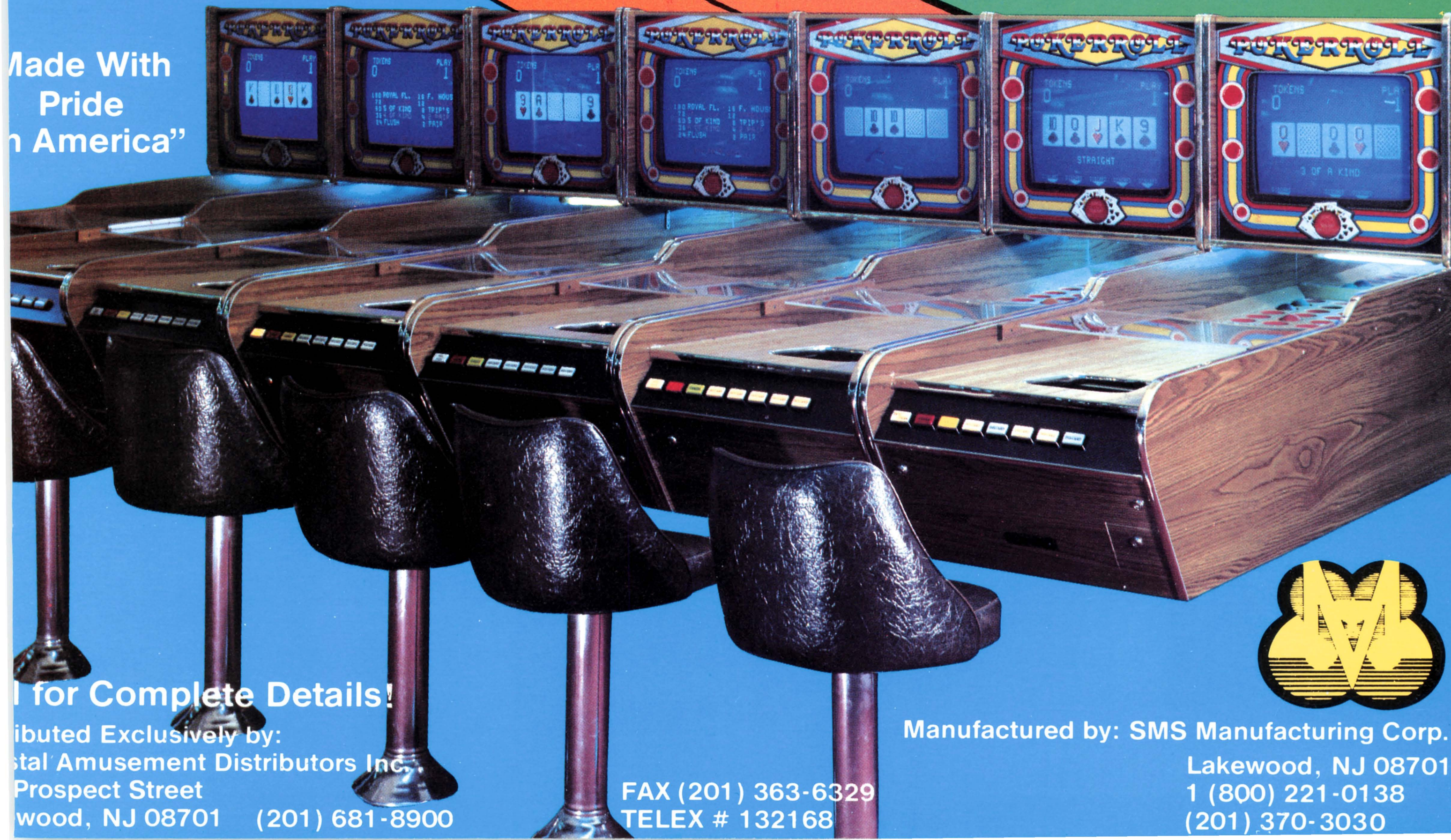
Fun For ALL Ages! A True Skill Game!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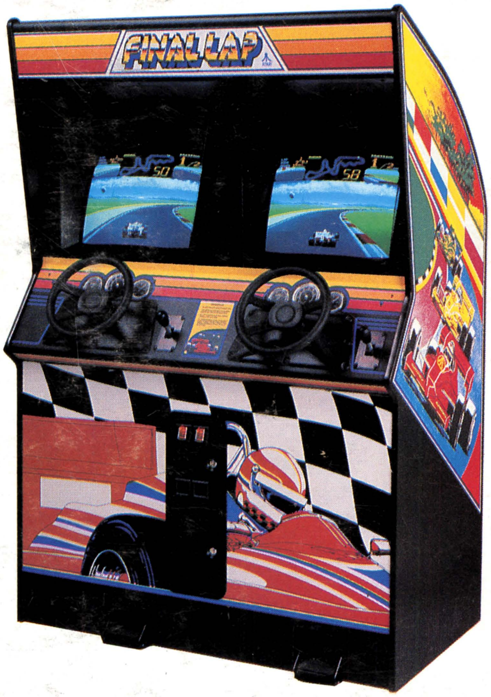
THE ULTIMATE RACING CHALLENGE CONTINUES!

Final Lap: Now available in an upright cabinet!

- As many as four units, uprights and/or sitdowns, can be linked together: eight players can compete head-to-head!
- To begin a head-to-head race, players deposit coins at the same time.
- New players can start a game even if another race is in progress.
- One player competes against the clock or multiple players race at the same time.



- Each player has his own realistic first-person view of the track and sees the cars of his competitors on his screen.
- Record-setting earnings in Japan, Europe and the United States.

Realistic controls:

- Steering wheel with return-to-center steering
- Hi/low shifter
- Accelerator pedal

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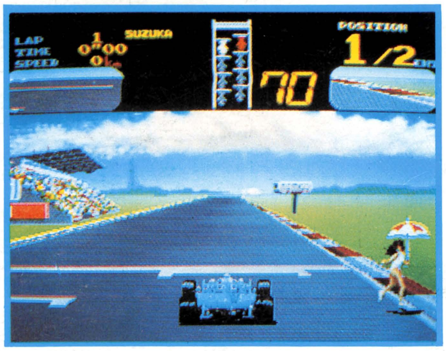
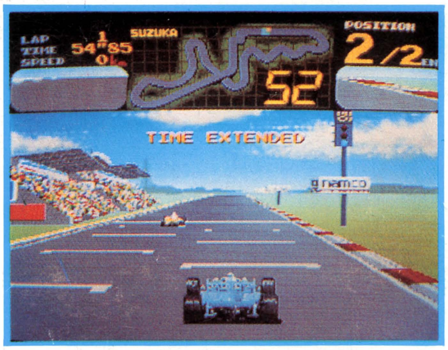
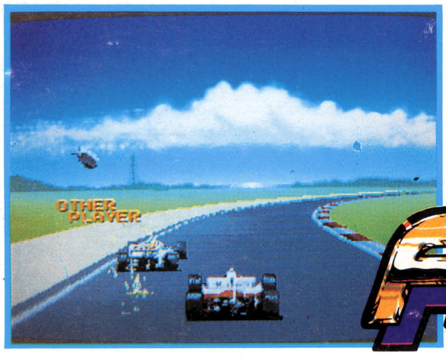


The race is on!

Height: 72 3/8 in., 184 cm.
Width: 49 in., 124.5 cm.
Depth: 33 in., 84 cm.
Weight: 450 lbs., 204.5 Kg.



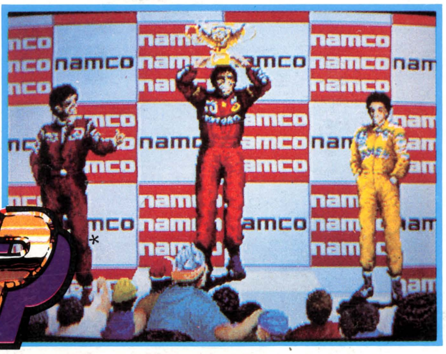
If one player finishes the lap, all players get extended time.



Race against another player's car.

Add Final Lap upright to your location and join Atari in the winners' circle!

FINAL LAP*



Set the best lap time and go to the winners' circle.

*Final Lap is engineered and designed by Namco Ltd. Manufactured by Atari Games. Trademark and © 1987 Namco.

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